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63rd Annual Statistical & Marketing Report

Downsized food processors seek to expand market

Consumer education needed to move electronically controlled products

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Merchandising
FOR OVER 56,200 RETAILERS & WHOLESALERS

March 1985
Our 78th Year
Vol. 10, No. 3

Cover Stories
33rd Annual Statistical & Marketing Report
36 Introduction
38 Major Appliances
53 Consumer Electronics
67 Housewares
109 World Marketing
112 Market Profile

Kitchen dealers cut the pace in housewares
31 Downsized food processors seek to expand market
31 What's happening in portable induction cooking?
33 Consumer education needed to move electronically controlled products

82 Win Cash! Enter Merchandising's prize promotion contest

Housewares

14 Trendings: Housewares editor tells all about his personal appliances
21 Retailers pursue men, bowling women, lower with specialized personal care merchandise
22 Hecht's overhauls operations with planograms, goal racetrack design
23 Mystery shopper finds few facts on ultrasonic humidifiers
24 Retailers, consumers assist Dolore's Stover with suggestions for chick displays

Telephones & Personal Electronics

35 Electronic typewriters expected to pass electromechanical shipments this year
39 Consumer may base phone purchase on factors other than price
40 From VCR games to sophisticated robots, '85 Toy Fair Shows electronics evolution

Computers

9 Trendings: Mid-priced computers may fit into mass merchandisers' product mix
44 Retailers learn to cater to 'dead computer' owners by offering service centers
44 They call it 'the year of the printer': peripheral vendors gear up for holiday '85
46 Home computer dealers can generate sales for banking purposes
49 Epson and Mitsubishi co-sponsor mail promotions aimed at designing dealer list

Video & Audio

16 Trendings: Who doesn't like teh VCR's? The public, for the time being
48 Auto security suppliers welcome Pioneer as possible gateway to industrywide boom
48 Laserdisc, not competing, may be gaining from VCR sales and CD technology
49 Manufacturers feature contoured corners in their newest electronics furniture lines
51 Vendors repackage blank audiocassettes in effort to redefine line identities

Major Appliances

11 Trendings: Let's keep the profitability up in the air conditioner market
58 Caution tempers stylish introductions at Home Builders' Show
60 Frontier TV and Appliances lowers its overhead by narrowing stock to two brands
66 Clerks must know their stuff to sell majaps, says Silo executive Insotia

Store Operations

78 These tips will ease the task of planning a group convention in a hotel
78 Use a polygraph test to weed out dishonest employees by gauging their reactions

Departments

4 Editorially Speaking
4 From the Capital
6 Letters to the editor
23 Mystery Shopper
45 New Releases in Computer Software
46 Newslines: Computers
58 Newslines: Housewares
70 Newslines: Major Appliances
42 Newslines: Telephones & Personal Electronics
56 Newslines: Video & Audio
8 Overview
37 Product Picture: Computers
37 Product Picture: Housewares
65 Product Picture: Major Appliances
41 Product Picture: Telephones & Personal Electronics
54 Product Picture: Video & Audio
87 Top 50 in Prerecorded Video
9 Trendings in Computers
15 Trendings in Housewares
19 Trendings in Major Appliances
10 Trendings in Video & Audio

Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. Police Academy (Warner) GP	3	2
2. Tightrope (Warner)	—	1
3. The Natural (RCA/Columbia)	5	3
4. Purple Rain (Warner) GP	2	3
5. All Of Me (Thorn EMI)	—	1
6. The Empire Strikes Back (CBS/Fox)	1	3
7. Romancing the Stone (CBS/Fox)	4	4
8. The Last Starfighter (MCI) GPI	8	3
9. Dreamscape (Thorn EMI) GP	9	2
10. Splash (Touchstone)	7	5
11. Cloak & Dagger (MCA) GP	27	2
12. The Neverending Story (Warner) GP	12	2
13. Last Defense (Paramount)	—	1
14. The Woman In Red (Vestron) GP	—	1
15. Moscow On the Hudson (RCA/Columbia)	9	4
16. Bolero (IVE)	13	3
17. Against All Odds (RCA/Columbia)	16	5
18. The Philadelphia Experiment (Thorn EMI) GP	11	4
19. The Evil That Men Do (RCA/Columbia)	—	1
20. Greystoke-The Legend of Tarzan (Warner) GP	15	5
21. Top Secret! (Paramount)	19	2
22. Conan the Destroyer (MCA) GP	10	4
23. Mike's Murder (Warner)	—	1
24. Breakin' (MGM/UA) GPI	25	4
25. Sixteen Candles (MCA)	20	5
26. Electric Dreams (MGM/UA)	—	1
27. Streets of Fire (MCA) G	14	2
28. Never Cry Wolf (Walt Disney)	24	4
29. Rhinestone (CBS/Fox)	—	1
30. Up the Creek (Vestron)	—	2

Top 10 in videocassette sales

1. Purple Rain (Warner) GP	2	4
2. Jane Fonda's Workout (Karl Video) GPI	5	32
3. The Empire Strikes Back (CBS/Fox)	1	3
4. Jane Fonda Prime Time (Karl Video)	3	3
5. Raiders of the Lost Ark (Paramount) GPI	4	16
6. Star Trek III: The Wrath of Khan (Paramount) GPI	6	16
7. The Natural (RCA/Columbia)	8	2
8. Olympic Highlights (Continental) GP	—	2
9. Tightrope (Warner)	—	1
10. Jane Fonda's Workout Challenge (Karl Video)	—	2

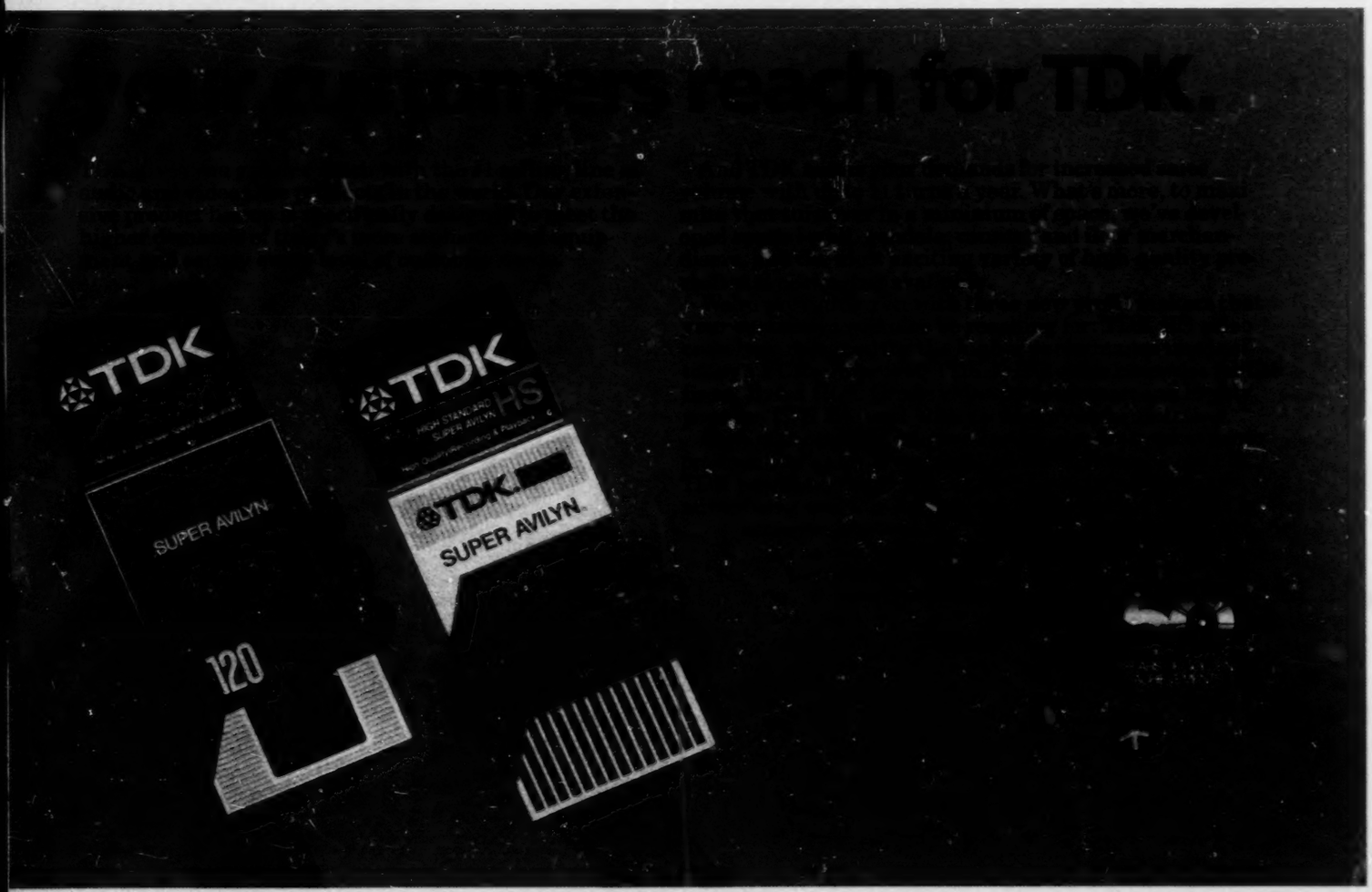
Top 5 in laserdisc sales

1. The Empire Strikes Back (CBS/Fox)	1	3
2. Purple Rain (Warner) GP	2	2
3. Tightrope (Warner)	—	1
4. Police Academy (Warner) GP	4	2
5. The Neverending Story (Warner) GP	—	1

Top 5 in alternative programs

1. Jane Fonda's Workout (Karl Video) GPI	1	5
2. Jane Fonda Prime Time (Karl Video)	2	3
3. Duran Duran-Dancing on the Valentine (Sony) G	3	2
4. Raquel: Total Beauty and Fitness (Thorn EMI) G	5	3
5. Olympic Highlights (Continental) GP	—	3

G—Title has gone gold—has sold 25,000 on disc and/or cassette and has sales of at least $1 million. (RIAA/Video)
P—Title has gone platinum—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
I—Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)



63RD ANNUAL
STATISTICAL & MARKETING REPORT

1984 added up to one of the best years ever in hardgoods retailing

It was a year the hardgoods industry entered with caution. Buoyed by a turnaround in 1983, executives in consumer electronics, major appliances and housewares were optimistic about 1984, yet uncertain that the good luck would hold.

But hold it did. And for many, it became a year in which records were broken and, perhaps, even a few legends born. Each group had its leaders—the VCR and the color TV in consumer electronics, the microwave oven and the air conditioner in major appliances, the (surprise!) iron in housewares. But, in general, sales across the board were good. There were few really big losers.

We already know 1984 was a big year (many ballpark numbers are out). But how did it break down, product by product, feature by feature, store by store? That is the thrust of this report.

On the next 23 pages, we're going to let the numbers do the talking. The charts will tell the tale. Each product section is led by a 5 Year Table, listing the major products and tracking their performance from 1979 through 1984, both in units shipped to retailers and in retail dollar volume. Following these tables come, product by product, Highlights charts which provide more detailed information about some of the products, including a breakdown on where they were sold.

Next comes the World Marketing section, listing imports and exports of selected products. Finally, the Market Profiles page wraps it all up, showing the rate of growth of each state in the union.

Tracking the trends

But what do the numbers tell us?

Looking first at major appliances, we find that while it was a great year for almost every product, microwave ovens and air conditioners provided the foundation on which the records were built.

On the retail side, appliance/TV stores seem to have lost some ground, particularly to the catalog stores such as Sears and Penneys.

There was also a trade-up trend in evidence, almost across the board. People were buying more expensive dishwashers, larger and higher-priced refrigerators, washers that offered greater capacity and more dryers with automatic cycles.

Only in microwave ovens was the opposite true. There, as more and more vendors rushed into the market with smaller and smaller ovens, prices and sizes both fell.

Trading up was also in evidence in certain categories in consumer electronics. While color TV sales were breaking all records, consumers were also buying larger screen sizes and an increasing number of units with remote controls and cable-ready features. And although autosound sales were fairly flat, people were opting for a higher-end, more-expensive purchase. Then too, in telephones, quality standard models and those with advanced electronics were the winners over inexpensive one-piece products of days gone by.

VCR's, like microwave ovens, were the major exception as prices continued to fall and a fairly basic product dominated the market. And although sales of portables did increase, they were not in line with those for tabletop units. Either the camcorder vs. eight-mm vs. everything else controversy had confused enough people to keep them out of the market altogether, or they just continued to be much more interested in time shifting and playback than in doing their own recording.

Nevertheless, people are using their VCR's, as evidenced by the fact that blank tape sales went through the roof last year.

Elsewhere in consumer electronics, the compact disc player spent its first full year on the market getting off to a better-than-expected start, even if prices were falling faster than what had been hoped for. And the electronic typewriter was breaking a few records of its own, bringing new vendors into the arena with promises of some exciting new products designed to keep the market hot.

In housewares, while the year was relatively flat, there were still a few stars, especially the iron. If ever there was a case of a mature product being brought back to life, this is it. New features, thanks to electronics, and a boom in travel products have done wonders for sales.

Also doing well are a few air treatment products—fans, portable electric heaters and the relatively new ultrasonic humidifier. And the hand-held rechargeable vacuum has lost none of its strength, at least in units shipped.

All of which leads us back to just about the same point we were at 12 months ago—coming off of a good year, cautiously optimistic about the new one. Which bodes fairly well for our 64th annual report next year. Let's hope it records yet a few more broken records.

—Lee Rath
editor

How we did it

The data presented in *Merchandising's* 63rd Annual Statistical and Marketing Report is based on information provided by leading manufacturers (and/or their agencies) of the many product lines listed. While most of the information was gotten via mailed questionnaires, a considerable number of in-person and telephone interviews were conducted by *Merchandising's* editors in an attempt to make the number of respondents as sizable as possible.

Survey participants were asked to give their best estimates of the percent change in the number of units shipped, industrywide, for the particular line of merchandise in question. The period covered was the calendar year being surveyed as compared with the previous year. For this report, the 63rd in the series, the change requested was for 1984 vs. 1983. Where a potential respondent was not in considerable agreement with our estimate for 1983 (printed in March 1984), that informant was asked to provide his "corrected" 1983 figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies, but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represent the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in this 63rd annual report is based on consensus rather than census. The questions asked of our respondents, whether by questionnaire or by interview, referred to their opinions of the industrywide changes rather than to individual company performances. None of the manufacturers were asked for the annual changes in their own company's shipments, or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

It is understandable, therefore, that information that these manufacturers get from government agencies, market research companies, and their own trade associations (the Electronic Industries Association/Consumer Electronics Group, the Association of Home Appliance Manufacturers, the National Housewares Manufacturers Association among them) would influence the answers to *Merchandising's* questions and, therefore, the results printed here. In some cases, the consensus provided us was so supportive of the estimates distributed by one or more of the aforementioned associations, that the figure we published was very close to the one provided by that organization. In those cases where *Merchandising's* estimates were significantly different than that of a leading association, the reason was usually because of some differences in definition, or that we include imports, or exclude exports... or all of these combined.

The editors of *Merchandising* and its market research staff are grateful to the many manufacturers, and their agencies who gave us the benefit of their knowledge of these industries. This report and its many predecessors were made possible by their cooperation.

—Robert Leibson
research director

CONTENTS

Introduction	79
Major Appliances	80
Consumer Electronics	88
Housewares	95
Imports	100
Exports	101
Market Profile	102

Statistical matter for this survey was collected and compiled by **Selma Book**, market research manager, and **Pat Jagbandhansingh** and **Mateo Eguerra**, research associates. Telephone interviews were conducted by **Stephanie Fiery**, managing editor, **Jeffrey Cohen**, **Michael Garry** and **Mark Harrington**, associate editors, **Regina Elsman**, assistant editor, and **Dan Davison** and **Laura Bowes**, editorial assistants.

Design: **Bralow Ink**

63RD ANNUAL STATISTICAL & MARKETING REPORT

MAJOR APPLIANCES 5 YEAR TABLES

PRODUCTS	1984 NUMBER SHIPPED (000)	1984 RETAIL VALUE ($000)	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)	1980 NUMBER SHIPPED (000)	1980 RETAIL VALUE ($000)
AIR TREATMENT										
Air Cleaners, Electronic, Total	**220**	**94,732**	**196**	**82,032**	**178**	**72,354**	**230**	**90,955**	**224**	**82,912**
Portable (room type)*	69	20,050	61	17,209	55	15,455	65	17,563	60	15,180
Central and Duct-mounted	151	74,682	135	64,823	123	56,899	165	73,392	164	67,732
Air Conditioners, Room†	2,929	1,293,534	1,829	804,522	2,505	1,069,843	3,236	1,301,512	2,907	1,081,889
Dehumidifiers	587	107,198	437	79,643	435	77,776	531	90,437	634	97,770
Total Air Treatment	**3,736**	**1,495,464**	**2,462**	**966,197**	**3,118**	**1,219,973**	**3,997**	**1,482,904**	**3,765**	**1,262,571**
KITCHEN APPLIANCES										
Dishwashers, Total†	**3,428**	**1,367,743**	**3,054**	**1,205,383**	**2,181**	**846,096**	**2,573**	**952,263**	**2,721**	**959,454**
Portable	245	102,310	267	113,771	235	98,754	313	124,086	393	146,982
Undercounter & Other	3,183	1,265,433	2,787	1,091,612	1,946	747,342	2,260	828,177	2,328	812,472
Disposers, Food Waste†	4,052	465,939	3,514	395,009	2,693	293,052	3,067	320,930	2,885	276,960
Freezers, Total (10 cu. ft. & over)†	**1,114**	**544,515**	**1,166**	**568,077**	**1,290**	**621,105**	**1,589**	**723,635**	**1,715**	**731,402**
Chest	572	268,697	617	289,256	719	335,399	891	393,216	951	393,714
Upright	542	275,818	549	278,821	571	285,706	698	330,419	764	337,688
Microwave Ovens, Total†	**9,020**	**3,262,151**	**6,006**	**2,586,182**	**4,201**	**1,979,006**	**4,575**	**2,275,349**	**3,585**	**1,612,354**
Countertop	7,700	2,422,882	4,951	1,832,811	3,334	1,327,098	4,104	1,789,344	3,320	1,347,920
Over-the-range	783	336,807	570	281,757	460	250,978				
Combination Units	309	317,496	290	297,420	245	247,930	303	316,355	265	264,434
Microwave/Convection	228	184,966	195	174,194	162	153,000	168	169,650	**	**
Ranges, Electric, Total†	**3,164**	**1,476,969**	**2,839**	**1,299,044**	**2,041**	**901,755**	**2,413**	**1,026,028**	**2,544**	**1,048,176**
Freestanding††	2,503	1,182,467	2,210	1,021,573	1,590	706,707	1,852	799,188	1,952	817,888
All Other††	661	294,502	629	277,471	451	195,048	561	226,840	592	230,288
Ranges, Gas, Total†	**1,736**	**785,236**	**1,578**	**694,995**	**1,383**	**584,773**	**1,501**	**619,473**	**1,534**	**582,877**
Freestanding, Set-In††	1,536	666,655	1,395	588,969	1,220	493,844	1,306	513,258	1,323	477,603
High Oven	93	68,033	87	61,910	78	53,371	96	63,744	107	63,986
Built-In††	107	50,548	96	44,116	85	37,558	99	42,471	104	41,288
Ranges, Smoothtop	94	60,437	104	65,879	103	63,654	134	80,400	155	93,000
Refrigerators (6.5 cu. ft. & over)†	5,731	4,000,754	5,255	3,607,137	4,365	2,937,470	4,997	3,227,262	5,173	3,093,454
Trash Compactors†	178	55,159	152	46,406	145	42,689	171	48,843	191	50,615
—Duplication†††	−403	−377,933	−394	−363,299	−348	−311,584	−437	−396,755	−420	−357,434
Total Kitchen Appliances	**28,114**	**11,640,970**	**23,274**	**10,104,813**	**18,054**	**7,958,016**	**20,583**	**8,877,428**	**20,083**	**8,090,858**
HOME LAUNDRY										
Dryers, Total (25" or more in width)†	**3,484**	**1,259,351**	**3,111**	**1,102,076**	**2,612**	**897,860**	**2,892**	**921,090**	**2,933**	**858,442**
Electric	2,734	972,566	2,456	856,530	2,026	682,681	2,221	692,950	2,257	645,502
Gas	750	286,785	655	245,546	586	215,179	671	228,140	676	212,940
Washers, Total (25" or more in width)†	**4,711**	**2,154,404**	**4,315**	**1,931,793**	**3,791**	**1,640,534**	**4,195**	**1,676,135**	**4,254**	**1,641,930**
Automatic & Semi-Auto	4,673	2,144,206	4,264	1,918,160	3,714	1,620,492	4,081	1,648,724	4,122	1,611,702
Wringer & Spinner	38	10,198	51	13,633	77	20,042	114	27,411	132	30,228
Total Home Laundry	**8,195**	**3,413,755**	**7,426**	**3,033,869**	**6,403**	**2,538,394**	**7,087**	**2,597,225**	**7,187**	**2,500,372**
COMPACT APPLIANCES										
Refrigerators (Under 6.5 cu. ft.)	602	126,059	568	116,605	493	99,714	534	103,852	543	101,541
Freezers (Under 10 cu. ft.)	247	77,691	242	74,626	225	69,593	291	87,300	310	86,800
Washers (24" or less in width)	293	88,310	278	83,622	252	74,315	284	82,110	266	73,948
Dryers (24" or less in width)	183	63,649	171	59,238	166	56,379	206	66,950	207	66,033
Total Compact Appliances	**1,325**	**355,709**	**1,259**	**334,091**	**1,136**	**300,001**	**1,315**	**340,212**	**1,326**	**328,322**

*Retailing for $200 or more
**Not broken out separately
†See Highlights charts for further breakdown
††Includes microwave oven combinations
†††Microwave oven combinations and Smoothtop ranges

(See 'How we did it,' page 79, for credits)

MAJOR APPLIANCE HIGHLIGHTS

AIR TREATMENT
Air Conditioners, Room

Room air conditioner shipments by size of unit

Size in Btu's	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under 7,000	+72.8%	33.8%	31.4%
7,000-10,999	+50.3	29.7%	31.6
11,000-19,999	+47.9	27.1	29.3
20,000 & over	+95.0	9.4	7.7
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

Room air conditioner shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $150	+59.5%	2.0%	2.0%
$150-$250	+60.2	25.0	25.0
$251-$350	+60.1	27.0	27.0
$351-$450	+59.5	25.0	25.0
$451-$550	+47.0	11.0	12.0
$551-$650	+60.4	5.0	5.0
$651-$750	+59.5	2.0	2.0
Over $750	+137.8	3.0	2.0
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

Room air conditioner shipments by type of controls

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Electronic solid-state	+116.1%	2.3%	1.7%
Mechanical	+59.2	97.7	98.3
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

Room air conditioner shipments by installation type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Regular	+60.2%	88.0%	88.0%
Casement	+60.0	3.0	3.0
Through-the-wall	+60.0	9.0	9.0
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

Room air conditioner shipments by E.E.R. rating

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
High (7.5 & over)	+61.1%	50.9%	50.6%
Low (Under 7.5)	−0.6	49.1	49.4
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

Room air conditioner sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+60.2%	29.0%	29.0%
Builder/contractor	+60.3	4.0	4.0
Catalog showroom	+60.0	3.0	3.0
Catalog store (Sears, Penneys, etc.)	+60.1	23.0	23.0
Department store	+60.2	11.0	11.0
Discount store	+60.2	25.0	25.0
Furniture store	+59.5	2.0	2.0
Home improvement center	+59.5	2.0	2.0
Kitchen remodeler	+61.1	1.0	1.0
Total	+60.1%	100.0%	100.0%

Based on 2,929,000 units for 1984 and 1,829,000 units for 1983

KITCHEN APPLIANCES
Dishwashers

Built-in dishwasher shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $250	−20.1%	7.0%	10.0%
$250-$299	−3.8	16.0	19.0
$300-$349	+14.2	25.0	25.0
$350-$399	+21.3	17.0	16.0
$400-$450	+29.4	17.0	15.0
Over $450	+37.1	18.0	15.0
Total	+14.2%	100.0%	100.0%

Based on 3,163,000 units for 1984 and 2,787,000 units for 1983

Portable dishwasher shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $250	−17.2%	10.0%	11.0%
$250-$299	−12.5	17.0	18.0
$300-349	—	24.0	22.0
$350-$399	−11.5	22.0	23.0
$400-$450	−2.9	14.0	13.0
Over $450	−6.6	13.0	13.0
Total	−8.2%	100.0%	100.0%

Based on 245,000 units for 1984 and 267,000 units for 1983

Dishwasher shipments by color

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Almond	−1.0%	15.0%	17.0%
Avocado	—	*	1.0
Coffee	—	*	1.0
Coppertone	—	*	1.0
Harvest gold	+130.0	2.0	1.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	*	**
Wheat	−45.2	1.0	2.0
White	+40.0	10.0	8.0
Wood grain	+13.3	1.0	1.0
Multicolor panel packages	+19.1	69.0	65.0
Other	+37.0	1.0	3.0
Total	+12.2%	100.0%	100.0%

Based on 3,428,000 units for 1984 and 3,054,000 units for 1983

*None indicated for 1984 by our respondents
**None indicated for 1983 by our respondents

(See 'How we did it,' page 79, for credits)

63RD ANNUAL STATISTICAL & MARKETING REPORT

MAJOR APPLIANCE HIGHLIGHTS

Dishwasher sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+7.6%	23.0%	24.0%
Builder/contractor	+16.0	32.0	31.0
Catalog showroom	+9.7	1.0	1.0
Catalog store (Sears, Penneys, etc.)	+16.9	25.0	24.0
Department store	−44.3	1.0	2.0
Discount store	+12.6	6.0	6.0
Furniture store	+9.7	1.0	1.0
Home improvement center	+48.9	4.0	3.0
Kitchen remodeler	+12.6	6.0	6.0
Plumbing contractor	-44.3	1.0	2.0
Total	+12.2%	100.0%	100.0%

Based on 3,428,000 units for 1984 and 3,054,000 units for 1983

Freezer shipments by size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
10-14 cu. ft.	−4.8%	17.9%	17.9%
15 cu. ft.	−5.1	25.6	25.8
16 & 17 cu. ft.	−5.1	16.8	16.9
18 & 19 cu. ft.	−4.2	10.3	10.3
20 cu. ft. & over	−3.4	28.4	28.1
Total	−4.5%	100.0%	100.0%

Based on 1,114,000 units for 1984 and 1,166,000 units for 1983

Freezer shipments by color

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Almond	+1.4%	19.0%	18.0%
Avocado	−8.3	1.0	1.0
Coffee	—	*	1.0
Harvest gold	−8.3	1.0	1.0
Sand/Taupe	—	1.0	**
Silver/Platinum	—	*	**
Wheat	−8.3	1.0	1.0
White	−1.3	76.0	77.0
Wood grain	−8.3	1.0	1.0
Total	−4.5%	100.0%	100.0%

Based on 1,114,000 units for 1984 and 1,166,000 units for 1983

Freezer shipments by defrosting system

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
No-frost	−23.2%	6.0%	7.0%
All other	−3.0	94.0	93.0
Total	−4.5%	100.0%	100.0%

Based on 1,114,000 units for 1984 and 1,166,000 units for 1983

Freezer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+2.5%	15.0%	14.0%
Builder/contractor	−8.3	1.0	1.0
Catalog store (Sears, Penneys, etc.)	−2.5	49.0	48.0
Department store	−11.0	13.0	14.0
Discount store	+2.5	15.0	14.0
Furniture store	−24.7	3.0	4.0
Home improvement center	−4.3	2.0	2.0
Kitchen remodeler	−8.3	1.0	1.0
Other	−52.2	1.0	2.0
Total	−4.5%	100.0%	100.0%

Based on 1,114,000 units for 1984 and 1,166,000 units for 1983

Food waste disposer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+2.5%	8.0%	9.0%
Builder/contractor	+15.3	27.0	27.0
Catalog showroom	+17.1	1.0	1.0
Catalog store (Sears, Penneys, etc.)	+30.6	17.0	15.0
Department store	−41.4	1.0	2.0
Home improvement center	+2.5	8.0	9.0
Kitchen remodeler	+15.3	11.0	11.0
Plumbing contractor	+19.7	27.0	26.0
Total	+15.3%	100.0%	100.0%

Based on 4,052,000 units for 1984 and 3,514,000 units for 1983

Freezer shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $300	−0.3%	24.0%	23.0%
$300-$399	+0.4	41.0	39.0
$400-$499	−7.7	27.0	28.0
$500-$800	−18.3	6.0	7.0
Over $800	−37.1	2.0	3.0
Total	−4.5%	100.0%	100.0%

Based on 1,114,000 units for 1984 and 1,166,000 units for 1983

Microwave Ovens

Countertop microwave oven shipments by cavity size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
0.5-0.7 cu. ft.	+113.6%	14.7%	10.7%
0.8-1.0 cu. ft.	+67.4	19.7	18.3
1.1-1.3 cu. ft.	+43.5	40.6	44.0
1.4 cu. ft. and over	+44.0	25.0	27.0
Total	+55.5%	100.0%	100.0%

Based on 1,114,000 units for 1984 and 1,166,000 units for 1983

(See 'How we did it,' page 79, for credits)

MAJOR APPLIANCE HIGHLIGHTS

KITCHEN APPLIANCES, cont.
Microwave Ovens, cont.

Microwave oven/range combination shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Single cavity	+7.7%	13.6%	13.4%
Double oven, gas	+8.6	12.3	12.8
Double oven, electric	+6.8	74.1	73.8
Total	+6.6%	100.0%	100.0%

Based on 368,000 units for 1984 and 230,000 units for 1983

Microwave/convection oven shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Countertop	+25.4%	78.1%	72.8%
Full range size	−5.7	21.9	27.2
Total	+18.9%	100.0%	100.0%

Based on 220,000 units for 1984 and 185,000 units for 1983

Countertop microwave oven shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $200	+180.6%	9.0%	5.0%
$200-$249	+144.1	11.0	7.0
$250-$299	+96.9	19.0	15.0
$300-$349	+45.1	14.0	15.0
$350-$399	+45.8	15.0	16.0
$400-$499	+24.4	20.0	25.0
$500-$999	+7.8	9.0	13.0
Over $999	+16.7	3.0	4.0
Total	+55.5%	100.0%	100.0%

Based on 7,700,000 units for 1984 and 4,951,000 units for 1983

Microwave oven sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+42.1%	35.0%	37.0%
Builder/contractor	+50.0	2.0	2.0
Catalog showroom	+50.4	4.0	4.0
Catalog store (Sears, Penneys, etc.)	+60.9	30.0	28.0
Department store	+28.5	6.0	7.0
Discount store	+80.0	12.0	10.0
Furniture store	+12.9	3.0	4.0
Home improvement center	+50.0	1.0	1.0
Kitchen remodeler	+50.0	3.0	3.0
Microwave specialty store	+50.4	4.0	4.0
Total	+50.2%	100.0%	100.0%

Based on 9,020,000 units for 1984 and 6,006,000 units for 1983

Ranges, Electric

Electric range shipments by size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
24 in. & under	+11.3%	10.0%	10.0%
30 in.	+12.7	88.0	87.0
36 in.	−43.9	1.0	2.0
40 in.	+14.3	1.0	1.0
Total	+11.4%	100.0%	100.0%

Based on 3,164,000 units for 1984 and 2,839,000 units for 1983

Electric range shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Freestanding	+13.3%	79.1%	77.8%
Slide-in	+3.5	4.7	5.1
Drop-in	+4.1	4.8	4.3
Cooktop	+7.4	6.4	6.6
Built-in wall oven	+4.6	5.8	6.2
Total	+11.4%	100.0%	100.0%

Based on 3,164,000 units for 1984 and 2,839,000 units for 1983

Electric range shipments by cleaning system

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Self-cleaning	+13.3%	41.1%	40.4%
Continuous-cleaning	+8.4	18.4	19.0
All other	+11.0	40.5	40.6
Total	+11.4%	100.0%	100.0%

Based on 3,164,000 units for 1984 and 2,839,000 units for 1983

Electric range shipments which accept options (i.e. grills, griddles, deep fat fryers, rotisseries)

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Accept options	+16.6%	11.3%	10.8%
Do not accept options	+10.8	88.7	89.2
Total	+11.4%	100.0%	100.0%

Based on 3,164,000 units for 1984 and 2,839,000 units for 1983

Electric range shipments by color—
See Gas Range category.

Electric range sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+8.6%	38.0%	39.0%
Builder/contractor	+29.9	14.0	12.0
Catalog showroom	+14.3	1.0	1.0
Catalog store (Sears, Penneys, etc.)	+16.8	22.0	21.0
Department store	−16.7	3.0	4.0
Discount store	−25.9	2.0	3.0
Furniture store	+11.8	3.0	3.0
Home improvement center	+10.5	4.0	4.0
Kitchen remodeler	+11.4	12.0	12.0
Other	+14.3	1.0	1.0
Total	+11.4%	100.0%	100.0%

Based on 3,164,000 units for 1984 and 2,839,000 units for 1983

(See 'How we did it,' page 79, for credits)

MAJOR APPLIANCE HIGHLIGHTS

KITCHEN APPLIANCES, cont.

Ranges, Gas

Gas range shipments by size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
24 in. & under	+10.0%	12.0%	12.0%
30 in.	+11.4	80.0	79.0
36 in.	−3.2	7.0	8.0
40 in.	+6.3	1.0	1.0
Total	+10.0%	100.0%	100.0%

Based on 1,736,000 units for 1984 and 1,578,000 units for 1983

Gas range shipments by cleaning system

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Self-cleaning	+10.6%	12.6%	12.5%
Continuous-cleaning	+7.8	30.4	31.1
All other	+11.1	57.0	56.4
Total	+10.0%	100.0%	100.0%

Based on 1,736,000 units for 1984 and 1,578,000 units for 1983

Gas range shipments which accept options (i.e. grills, griddles, deep fat fryers, rotisseries)

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Accept options	+22.1%	4.8%	4.3%
Do not accept options	+9.5	95.2	95.7
Total	+10.0%	100.0%	100.0%

Based on 1,736,000 units for 1984 and 1,578,000 units for 1983

Range shipments by color (electric and gas)

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Almond	+13.2%	51.0%	50.0%
Avocado	+11.4	1.0	1.0
Coffee	+11.4	1.0	1.0
Coppertone	+11.4	1.0	1.0
Harvest gold	−17.0	3.0	4.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	1.0	**
Wheat	+11.4	1.0	1.0
White	+5.6	20.0	21.0
Black glass and other	+5.6	20.0	21.0
Total	+10.9%	100.0%	100.0%

Based on 4,900,000 units for 1984 and 4,417,000 units for 1983

**None indicated for 1983 by our respondents

Gas range sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+10.0%	41.0%	41.0%
Builder/contractor	+22.5	10.0	9.0
Catalog showroom	+6.3	1.0	1.0
Catalog store (Sears, Penneys, etc.)	+10.1	30.0	30.0
Department store	−25.5	2.0	3.0
Discount store	−17.5	3.0	4.0
Furniture store	+9.9	7.0	7.0
Home improvement center	+6.3	1.0	1.0
Kitchen remodeler	+9.5	4.0	4.0
Other	—	1.0	**
Total	+10.0%	100.0%	100.0%

Based on 1,736,000 units for 1984 and 1,578,000 units for 1983

**None indicated for 1983 by our respondents

Refrigerators

Refrigerator shipments by size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
6.5 to 11 cu. ft.	+13.8%	6.9%	6.6%
12 & 13 cu. ft.	+2.0	6.2	6.6
14 & 15 cu. ft.	+8.2	23.7	23.9
16 & 17 cu. ft.	+2.9	22.9	24.3
18 & 19 cu. ft.	+13.6	19.4	18.6
20 & 21 cu. ft.	+16.2	11.5	10.8
22 & over	+11.6	9.4	9.2
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984 and 5,255,000 units for 1983

Refrigerator shipments by freezing compartment*

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Top-mount	+9.7%	79.0%	78.5%
Bottom-mount	+9.0	1.7	1.7
Side-by-side	+9.1	13.5	13.5
Single door	+0.9	5.8	6.3
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984 and 5,255,000 units for 1983

*For Refrigerators 6.5 cu. ft. and over

Refrigerator shipments by defrosting system*

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
No-frost	+9.9%	89.0%	88.4%
All other	+2.9	11.0	11.6
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984 and 5,255,000 units for 1983

*For Refrigerators 6.5 cu. ft. and over

Refrigerators shipped with energy-saving devices

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
With energy-saving devices	+10.3%	90.0%	89.0%
Without energy-saving devices	−9.9	10.0	11.0
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984 and 5,255,000 units for 1983

(See 'How we did it,' page 79, for credits)

MAJOR APPLIANCE HIGHLIGHTS

KITCHEN APPLIANCES, cont.
Refrigerators, cont.

Refrigerators shipped with automatic ice makers

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
With ice makers	+9.0%	16.0%	16.0%
Without ice makers	+9.1	84.0	84.0
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984 and 5,255,000 units for 1983

Refrigerators shipped with through-the-door ice and/or water

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Top-mount	+37.0%	5.0%	4.0%
Side-by-side	+9.0	28.0	28.0

Based on 4,525,000 Top-Mount units for 1984 and 4,125,000 for 1983; and 775,000 Side-By-Side units for 1984 and 711,000 for 1983.

Refrigerator shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $300	+9.0%	4.0%	4.0%
$300-$399	+9.1	10.0	10.0
$400-$499	+9.0	20.0	20.0
$500-$649	−1.2	29.0	32.0
$650-$799	+21.1	20.0	18.0
$800-$1,000	+20.2	11.0	10.0
Over $1,000	+8.9	6.0	6.0
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984 and 5,255,000 units for 1983

Refrigerator shipments by color

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Almond	+11.0%	57.0%	56.0%
Avocado	−45.7	1.0	2.0
Coffee	−45.7	1.0	2.0
Harvest gold	−27.0	4.0	6.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	1.0	**
Wheat	+7.5	1.0	1.0
White	+12.6	33.0	32.0
Wood grain	+7.5	1.0	1.0
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984 and 5,255,000 units for 1983

**None indicated for 1983 by our respondents

Refrigerator sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+5.6%	31.0%	32.0%
Builder/contractor	+16.8	15.0	14.0
Catalog store (Sears, Penneys, etc.)	+12.8	30.0	29.0
Department store	+9.2	6.0	6.0
Discount store	+9.1	5.0	5.0
Furniture store	+9.1	5.0	5.0
Home improvement center	+45.9	4.0	3.0
Kitchen remodeler	+63.8	3.0	2.0
Other	−72.9	1.0	4.0
Total	+9.1%	100.0%	100.0%

Based on 5,731,000 units for 1984 and 5,255,000 units for 1983

Trash Compactors

Trash compactor shipments by color

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Almond	+20.0%	44.0%	43.0%
Avocado	0.0	1.0	1.0
Coffee	−25.0	2.0	3.0
Coppertone	0.0	1.0	1.0
Harvest gold	−37.5	3.0	5.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	1.0	**
Wheat	+20.0	10.0	10.0
White	+14.0	32.0	33.0
Wood grain	0.0	1.0	1.0
Other	+75.0	4.0	3.0
Total	+17.1%	100.0%	100.0%

Based on 178,000 units for 1984 and 152,000 units for 1983

**None indicated for 1983 by our respondents

Trash compactor sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+20.0%	27.0%	26.0%
Builder/contractor	+28.1	23.0	21.0
Catalog showroom	—	*	1.0
Catalog store (Sears, Penneys, etc.)	+17.1	27.0	27.0
Department store	−6.7	8.0	10.0
Discount store	−33.3	1.0	2.0
Home improvement center	+40.[illegible]	4.0	3.0
Kitchen remodeler	+20.[illegible]	10.0	10.0
Total	+17.1%	100.0%	100.0%

Based on 178,000 units for 1984 and 152,000 units for 1983

*None indicated for 1984 by our respondents

HOME LAUNDRY
Dryers

Dryer shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Automatic fabric settings	+18.2%	76.0%	72.0%
Time-dry	−4.0	24.0	28.0
Total	+11.9%	100.0%	100.0%

Based on 3,484,000 units for 1984 and 3,111,000 units for 1983

Dryer shipments by internal control type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Electronic solid-state	+11.9%	10.0%	10.0%
Mechanical	+12.0	90.0	90.0
Total	+11.9%	100.0%	100.0%

Based on 3,484,000 units for 1984 and 3,111,000 units for 1983

(See 'How we did it,' page 79, for credits)

MAJOR APPLIANCE HIGHLIGHTS

KITCHEN APPLIANCES, cont.
Dryers, cont.

Dryer sales by color

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Almond	+11.9%	34.0%	34.0%
Avocado	+12.9	1.0	1.0
Coffee	-	1.0	**
Harvest gold	−15.3	3.0	4.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	*	**
White	+10.1	60.0	61.0
Total	+11.9%	100.0%	100.0%

Based on 3,484,000 units for 1984 and 3,111,000 units for 1983

*None indicated for 1984 by our respondents
**None indicated for 1983 by our respondents

Dryer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+2.1%	31.0%	34.0%
Builder/contractor	+11.5	5.0	5.0
Catalog showroom	+12.9	3.0	3.0
Catalog store (Sears, Penneys, etc.)	+20.8	41.0	38.0
Department store	+12.1	8.0	8.0
Discount store	+25.7	9.0	8.0
Furniture store	−13.3	3.0	4.0
Total	+11.9%	100.0%	100.0%

Based on 3,484,000 units for 1984 and 3,111,000 units for 1983

HOME LAUNDRY
Washers

Washer shipments by capacity

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
12 lbs. & under	+2.7%	16.0%	17.0%
14 lbs.	+1.3	13.0	14.0
16 lbs.	+3.8	19.0	20.0
18 lbs. & over	+15.9	52.0	49.0
Total	+9.2%	100.0%	100.0%

Based on 4,711,000 units for 1984 and 4,315,000 units for 1983

Washer shipments by internal control type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Electronic solid-state	+21.4%	10.0%	9.0%
Mechanical	+8.0	90.0	91.0
Total	+9.2%	100.0%	100.0%

Based on 4,711,000 units for 1984 and 4,315,000 units for 1983

Washer shipments by portability

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Portable	+9.3%	5.0%	5.0%
Not portable	+9.2	95.0	95.0
Total	+9.2%	100.0%	100.0%

Based on 4,711,000 units for 1984 and 4,315,000 units for 1983

Washer shipments by color

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Almond	+16.4%	32.0%	30.0%
Avocado	+9.3	1.0	1.0
Coffee	—	1.0	**
Harvest gold	+9.3	3.0	3.0
Sand/Toast	—	1.0	**
Silver/Platinum	—	*	**
Wheat	—	*	1.0
White	+4.1	62.0	65.0
Total	+9.2%	100.0%	100.0%

Based on 4,711,000 units for 1984 and 4,315,000 units for 1983

*None indicated for 1984 by our respondents
**None indicated for 1983 by our respondents

Washer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	−0.5%	31.0%	34.0%
Builder/contractor	+36.4	5.0	4.0
Catalog showroom	+9.3	3.0	3.0
Catalog store (Sears, Penneys, etc.)	+14.6	41.0	39.0
Department store	+9.3	8.0	8.0
Discount store	+22.9	9.0	8.0
Furniture store	−18.5	3.0	4.0
Total	+9.2%	100.0%	100.0%

Based on 4,711,000 units for 1984 and 4,315,000 units for 1983

COMPACT APPLIANCES
Compact Refrigerators

Compact refrigerator shipments by size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
2 cu. ft.	−0.6%	29.0%	31.0%
3 cu. ft.	+50.0	10.0	7.0
4.5 cu. ft.	+6.0	38.0	38.0
4.6-6.4 cu. ft.	+1.5	23.0	24.0
Total	+6.0%	100.0%	100.0%

Based on 602,000 units for 1984 and 568,000 units for 1983

Compact refrigerator shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $120	+6.0%	32.0%	32.0%
$120-$149	+13.5	32.0	30.0
$150-$180	+5.9	27.0	27.0
Over $180	−14.3	9.0	11.0
Total	+6.0%	100.0%	100.0%

Based on 602,000 units for 1984 and 568,000 units for 1983

(See 'How we did it,' page 79, for credits)

MAJOR APPLIANCE HIGHLIGHTS

COMPACT APPLIANCES, cont.

Compact Refrigerators, cont.

Compact refrigerator sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+2.2%	23.0%	24.0%
Builder/contractor	—	*	1.0
Catalog showroom	+17.6	10.0	9.0
Catalog store (Sears, Pennys, etc.)	+6.6	35.0	35.0
Department store	+5.9	9.0	9.0
Discount store	+11.8	19.0	18.0
Furniture store	0.0	1.0	1.0
Home improvement center	0.0	1.0	1.0
Kitchen remodeler	0.0	1.0	1.0
Other	0.0	1.0	1.0
Total	+6.0%	100.0%	100.0%

Based on 602,000 units for 1984 and 568,000 units for 1983

*None indicated for 1984 by our respondents

Compact Freezers

Compact freezer shipments by size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
4 cu. ft.	−16.7%	12.0%	15.0%
5-6 cu. ft.	+5.4	24.0	23.0
7-8 cu. ft.	+5.5	31.0	30.0
9-9.9 cu. ft.	+5.2	33.0	32.0
Total	+2.1%	100.0%	100.0%

Based on 247,000 units for 1984 and 242,000 units for 1983

Compact freezer shipments by retail price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $190	0.0%	6.0%	6.0%
$190-$210	+6.9	25.0	24.0
$211-$240	+4.6	37.0	36.0
$241-$280	+1.9	22.0	22.0
Over $280	−13.8	10.0	12.0
Total	+2.1%	100.0%	100.0%

Based on 247,000 units for 1984 and 242,000 units for 1983

Compact freezer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+6.5%	20.0%	19.0%
Builder/contractor	+50.0	1.0	1.0
Catalog showroom	0.0	5.0	5.0
Catalog store (Sears, Penneys, etc.)	+6.0	43.0	41.0
Department store	−7.4	10.0	11.0
Discount store	−9.8	15.0	17.0
Furniture store	−30.0	3.0	4.0
Home improvement center	+50.0	1.0	1.0
Other	+150.0	2.0	1.0
Total	+2.1%	100.0%	100.0%

Based on 247,000 units for 1984 and 242,000 units for 1983

Compact Washers & Dryers

Compact washer and dryer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+5.6%	48.0%	48.0%
Builder/contractor	+80.0	2.0	1.0
Catalog showroom	+9.1	5.0	5.0
Catalog store (Sears, Pennys, etc.)	−1.6	13.0	14.0
Department store	−2.0	10.0	11.0
Discount store	+16.3	12.0	11.0
Furniture store	−4.4	9.0	10.0
Other	—	1.0	**
Total	+6.0%	100.0%	100.0%

Based on 476,000 units for 1984 and 449,000 units for 1983

**None indicated for 1983 by our respondents

(See 'How we did it,' page 79, for credits)

63RD ANNUAL STATISTICAL & MARKETING REPORT

CONSUMER ELECTRONICS 5 YEAR TABLES

PRODUCTS	1984 NUMBER SHIPPED (000)	1984 RETAIL VALUE ($000)	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)	1980 NUMBER SHIPPED (000)	1980 RETAIL VALUE ($000)
VIDEO										
TV, B&W, Total†	**5,063**	**518,048**	**5,761**	**613,623**	**5,750**	**625,784**	**5,542**	**615,659**	**6,149**	**684,891**
Portable & Table	5,064	517,085	5,755	612,102	5,738	622,745	5,529	612,300	6,132	680,763
Console & Combo	4	963	6	1,521	12	3,039	13	3,359	17	4,128
TV, Color, Total†	**15,945**	**7,296,520**	**13,939**	**6,695,209**	**11,377**	**5,540,732**	**11,262**	**5,664,969**	**10,855**	**5,263,773**
Portable & Table	12,936	5,239,727	11,131	4,696,503	8,928	3,883,501	8,788	3,880,869	8,418	3,560,814
Console & Combo	3,010	2,056,793	2,808	1,998,706	2,449	1,757,231	2,474	1,784,100	2,437	1,722,959
TV, Projection†	192	346,725	142	284,924	117	277,242	121	271,878	77	209,902
Videocassette Recorders†	7,143	3,443,679	4,020	2,302,662	2,030	1,343,000	1,330	1,057,058	804	699,966
Video Cameras	484	380,347	410	357,992	284	265,443	186	186,309	115	120,056
Videodisc Players†	188	54,492	312	106,392	240	93,000	160	80,200	**	**
AUDIO/HIFI										
Autosound, Total†	**21,815**	**1,953,264**	**21,132**	**1,850,886**	**20,741**	**1,772,897**	**19,823**	**1,655,596**	**18,362**	**1,486,839**
UD 8-Track Player	133	3,427	300	11,040	506	22,497	708	34,982	871	47,034
UD 8-Track/Radio Combo	21	801	78	3,966	163	11,607	208	16,099	275	23,650
ID 8-Track/Radio Combo	362	12,569	819	43,079	1,343	110,905	1,722	152,914	1,950	214,500
UD Cassette Player	615	45,492	694	58,733	692	57,644	722	56,316	822	64,116
UD Cassette/Radio Combo	426	39,797	519	59,197	556	70,073	607	77,271	605	81,070
ID Cassette/Radio Combo	3,932	754,433	3,641	675,624	3,328	572,849	2,899	485,409	2,486	400,246
Radios Only (Retrofit)	932	94,384	975	104,150	1,057	112,687	1,082	120,492	1,188	137,808
Car Speakers (In Pairs)	14,635	936,055	13,427	833,817	12,479	759,722	11,303	662,921	10,165	518,415
Equalizers	759	66,306	679	61,280	617	54,913	572	49,192	**	**
Components, Total†	**8,378**	**1,509,777**	**8,599**	**1,518,149**	**8,192**	**1,474,749**	**8,431**	**1,561,173**	**8,919**	**1,704,213**
Receivers	1,553	391,356	1,550	390,213	1,421	380,970	1,440	419,746	1,465	414,595
Amps and Pre-Amps	351	152,633	360	166,869	365	166,217	358	173,058	349	160,966
Tuners	198		221		201		193		184	
Turntables (Excluding OEM)	1,696	213,018	2,120	280,285	2,239	314,214	2,304	321,754	2,336	310,688
Speakers (Components Only)	3,302	464,922	3,237	452,144	2,970	418,206	3,197	453,814	3,735	623,578
Equalizers	188	22,960	186	23,179	160	19,840	155	19,375	134	16,348
Compact Disc Players	200	103,600	45	33,300	**	**	**	**	**	**
Tape Decks, Total	**890**	**161,288**	**880**	**172,159**	**836**	**175,302**	**784**	**173,426**	**716**	**178,038**
Cassette	816	138,084	775	141,019	707	137,292	634	129,596	545	117,265
8-Track	26	3,236	39	5,004	49	6,570	60	8,460	68	10,200
Open Reel	48	19,968	66	26,136	80	31,440	90	35,370	103	50,573
Cartridges (Excluding OEM)	3,585	114,003	3,774	122,466	3,629	117,543	3,699	115,409	3,745	112,350
Headphones	3,090	133,612	2,809	125,225	2,584	114,058	2,241	113,041	2,080	180,173
Compact Systems, Total††	**2,565**	**490,619**	**2,748**	**549,822**	**2,966**	**583,753**	**3,578**	**692,764**	**3,945**	**883,705**
Cassette Bimode	92	17,295	76	13,607	83	14,890	77	15,015	80	14,880
8-Track Player Bimode	76	7,079	88	8,528	134	13,137	248	25,594	310	39,990
8-Track Player Trimode***	204	24,027	277	34,342	409	50,708	572	74,646	637	110,838
8-Track Recorder Bimode	96	9,348	107	10,966	158	16,276	274	29,099	321	56,817
Changer Bimode***	104	10,430	102	10,768	160	16,891	200	23,460	233	32,154
8-Track Recorder Trimode***	256	36,411	364	56,893	457	71,790	783	125,515	974	223,046
Cassette Trimode***	1,512	330,614	1,500	354,585	1,337	341,684	1,176	328,457	1,060	281,960
Cassette Quadmode***	225	55,415	234	60,033	228	58,377	248	70,978	330	124,020
Personal Portable Stereos, Total	**7,156**	**	**6,253**	**	**5,652**	**	**	**	**	**
Cassette Only	3,575	**	3,250	**	2,910	**	**	**	**	**
Cassette and Radio	2,836	**	2,300	**	2,146	**	**	**	**	**
Radio Only	745	**	703	**	596	**	**	**	**	**
Portable Tape Equipment, Total†	**27,494**	**1,335,613**	**28,903**	**1,441,226**	**28,050**	**1,474,088**	**28,093**	**1,587,512**	**23,366**	**1,447,166**
Cassette Recorders	12,800	436,096	16,000	605,600	15,817	642,328	16,025	692,280	13,720	740,880
8-Track Players/Recorders	385	15,843	481	20,620	704	31,772	867	41,182	955	50,102
Radio/Cassette Combinations	13,745	853,015	11,880	784,318	11,000	758,460	10,700	823,900	8,282	629,432
Microcassette Recorders	564	30,659	542	30,688	529	31,528	501	30,150	409	26,752
Booked Systems	810	492,456	540	358,020	**	**	**	**	**	**
Radios, Total†	**27,391**	**822,651**	**28,188**	**863,298**	**26,518**	**819,094**	**27,881**	**863,475**	**27,012**	**867,693**
Table	728	27,897	762	30,739	768	31,296	986	41,215	1,053	46,332
Portable†††	17,132	409,797	18,225	449,429	17,161	419,072	17,493	424,555	16,613	382,099
Clock	9,531	384,957	9,201	383,130	8,589	368,726	9,402	397,705	9,346	439,262
ELECTRONICS FURNITURE										
Electronics Furniture, Total†	**5,920**	**829,524**	**5,168**	**668,009**	**4,628**	**556,868**	**4,144**	**487,334**	**	**
Audio (components)	959	150,400	887	139,108	820	125,485	863	129,500	**	**
Audio/Video Centers	173	69,351	149	56,885	145	54,705	127	44,432	**	**
Home Computer Tables	680	119,762	400	62,620	150	23,250	50	7,500	**	**
Microwave Oven Carts	766	109,048	651	88,263	611	80,223	575	71,875	**	**
Stereo Carts	98	5,889	119	7,627	132	8,525	160	10,830	**	**
Television Carts	2,551	233,544	2,332	205,682	2,172	182,411	2,088	167,043	**	**
TV/VCR/Videodisc Player Carts	574	137,215	460	99,604	331	68,912	281	56,154	**	**
Videogame Carts	119	4,315	170	8,220	267	13,357	**	**	**	**

*Not broken out separately
**Category not reported
***Includes Changer

†See Highlights charts for further breakdown
††All units include stereo radio
†††Excludes personal headphone type

(See 'How we did it,' page 79, for credits)

CONSUMER ELECTRONICS 5 YEAR TABLES

PRODUCTS	1984 NUMBER SHIPPED (000)	1984 RETAIL VALUE ($000)	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)	1980 NUMBER SHIPPED (000)	1980 RETAIL VALUE ($000)
PERSONAL ELECTRONICS										
Calculators, Total†	31,400	945,726	30,895	925,351	29,030	982,240	28,260	831,840	26,502	841,280
Hand-Held	26,500	471,700	26,023	458,694	24,492	456,265	23,905	409,481	22,288	419,514
Desk-Top	4,900	474,026	4,872	466,657	4,538	445,975	4,355	422,359	4,214	421,766
Electronic Typewriters	650	154,050	350	109,200	**	**	**	**	**	**
Non-Video Electronic Games†	9,136	**	14,047	**	14,045	**	16,539	**	19,702	**
Radar Detectors†	942	136,967	710	109,823	608	104,497	518	87,542	464	72,848
Radios, Citizens Band, Total	1,637	125,834	1,592	124,961	1,498	122,832	1,522	125,878	1,412	111,706
Base Units	160	16,034	155	15,850	161	16,382	162	17,350	169	17,238
Mobile Units	1,477	109,800	1,437	109,011	1,337	105,650	1,360	108,528	1,243	94,468
Radios, Specialty, Total	8,278	**	8,167	**	8,498	**	8,980	**	8,612	**
Multi-Band	6,402	**	6,258	**	6,594	**	7,022	**	6,768	**
Weather-Band	1,066	**	1,069	**	1,075	**	1,038	**	1,007	**
Scanners	811	**	780	**	829	**	920	**	837	**
Watches, Quartz, Total	53,947	1,708,584	54,939	1,732,271	**	**	**	**	**	**
Digital	21,697	415,064	24,939	502,271	24,274	511,219	23,595	625,268	21,163	623,030
Analog	32,250	1,354,500	30,000	1,230,000	**	**	**	**	**	**
TELEPHONE EQUIPMENT										
Cellular Telephones	85	161,500	**	**	**	**	**	**	**	**
Corded Telephones†	22,930	894,437	15,058	1,167,591	5,521	471,939	3,155	289,395	2,643	222,779
Cordless Telephones	5,500	586,400	4,488	610,368	987	167,790	422	**	241	**
Telephone Answering Devices†	2,628	298,015	2,094	263,844	868	131,936	697	111,520	579	92,640
COMPUTERS & VIDEOGAMES										
Personal Computers†	5,000	**	4,500	**	1,950	**	750	**	371	**
Videogames	3,125	194,188	6,280	487,768	6,542	846,862	4,010	519,095	2,806	327,909
SOFTWARE										
AUDIO										
Blank Audiotape, Total†	271,825	647,348	263,591	654,488	251,781	639,419	248,283	629,125	244,747	594,812
Cassette	260,969	584,571	251,855	586,822	236,344	562,499	228,147	542,990	218,689	487,676
Open Reel	7,109	59,005	7,317	61,975	7,567	64,092	8,018	70,077	8,864	74,812
8-Track	2,947	3,772	4,329	5,671	7,870	12,828	10,228	16,058	17,194	32,324
VIDEO										
Blank Videotape, Total†	98,363	924,991	61,690	725,294	38,423	551,931	25,711	409,649	15,316	257,604
Beta	25,392	224,465	15,870	175,364	12,207	158,691	9,361	128,058	6,028	90,420
VHS	72,961	700,426	45,820	549,840	26,216	393,240	17,350	281,591	9,288	167,184
Prerecorded Videotape, Total†	19,889	962,970	9,086	520,855	6,518	487,218	5,172	379,928	3,151	209,558
Beta	4,922	221,224	2,633	131,492	1,960	113,288	1,643	111,724	1,123	69,626
VHS	14,768	741,746	6,973	389,163	4,550	293,930	3,529	268,204	2,028	139,932
Videodiscs	6,000	**	5,368	**	3,745	**	**	**	**	**
COMPUTER										
Blank Floppy Disks	241,250	**	193,000	**	119,000	**	**	**	**	**
VIDEOGAME										
Videogame Cartridges	51,250	765,163	68,320	1,699,802	61,000	1,525,000	36,000	972,000	**	**

**Category not reported
†See Highlights charts for further information

(See 'How we did it,' page 79, for credits)

63RD ANNUAL STATISTICAL & MARKETING REPORT

ELECTRONICS HIGHLIGHTS

VIDEO

TV, Black & White

Black & white TV shipments by screen size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
10 in. & under	+0.7%	27.5%	24.0%
11-12 in.	−14.2	69.3	71.1
Over 12 in.	−42.6	3.2	4.9
Total	−12.0%	100.0%	100.0%

Based on 5,068,000 units for 1984 and 5,761,000 units for 1983

Black & white TV shipments by power source

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Battery-powered	−4.6%	33.6%	31.0%
Non-battery-powered	−15.4	66.4	69.0
Total	−12.0%	100.0%	100.0%

Based on 5,068,000 units for 1984 and 5,761,000 units for 1983

Black & white TV sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	−19.0%	23.0%	25.0%
Catalog showroom	+10.0	5.0	4.0
Catalog store (Sears, Penneys, etc.)	−12.1	21.0	21.0
Department store	−6.5	17.0	16.0
Discount store	−5.0	27.0	25.0
Furniture store	−41.0	2.0	3.0
Other	−26.9	5.0	6.0
Total	−12.0%	100.0%	100.0%

Based on 5,068,000 units for 1984 and 5,761,000 units for 1983

TV, Color

Portable and table color TV shipments by screen size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
13 in. and under	+25.0%	31.0%	28.8%
14-17 in.	−5.9	4.1	5.1
18-19 in.	+12.1	58.3	60.4
20 in. & over	+34.7	6.6	5.7
Total	+16.2%	100.0%	100.0%

Based on 12,936,000 units for 1984 and 11,131,000 units for 1983

Console and combo color TV shipments by screen size

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
23 in.	+17.6%	6.0%	5.4%
25 in.	+6.6	94.0	94.6
Total	+7.2%	100.0%	100.0%

Based on 3,010,000 units for 1984 and 2,808,000 units for 1983

Color TV shipments by control type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
With remote control	+19.3%	39.4%	37.7%
Without remote control	+11.5	60.6	62.3
Total	+14.4%	100.0%	100.0%

Based on 15,946,000 units for 1984 and 13,939,000 units for 1983

Color TV shipments by cable compatibility

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Cable-ready	+19.6%	57.6%	55.1%
Non-cable-ready	+8.0	42.4	44.9
Total	+14.4%	100.0%	100.0%

Based on 15,946,000 units for 1984 and 13,939,000 units for 1983

Console color TV sales by furniture style

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Early American	+7.3%	25.0%	25.0%
French provincial	+7.1	2.0	2.0
Mediterranean	+3.2	25.0	26.0
Modern (contemporary)	+9.8	42.0	41.0
Other	+6.5	6.0	6.0
Total	+7.2%	100.0%	100.0%

Based on 3,010,000 units for 1984 and 2,808,000 units for 1983

Color TV sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+6.8%	42.0%	45.0%
Catalog showroom	+14.3	2.0	2.0
Catalog store (Sears, Penneys, etc.)	+6.3	13.0	14.0
Department store	+30.8	16.0	14.0
Discount store	+25.8	11.0	10.0
Furniture store	−2.0	6.0	7.0
Video specialty store	+60.1	7.0	5.0
Other	+14.6	3.0	3.0
Total	+14.4%	100.0%	100.0%

Based on 15,946,000 units for 1984 and 13,939,000 units for 1983

(See 'How we did it,' page 79, for credits)

ELECTRONICS HIGHLIGHTS

VIDEO

TV, Projection

Projection TV sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+41.7%	18.0%	17.0%
Audio/hifi specialty store	+31.6	26.0	27.0
Catalog showroom	+100.0	1.0	1.0
Department store	+46.2	10.0	9.0
Discount store	+33.3	2.0	2.0
Furniture store	+33.3	2.0	2.0
Video specialty store	+35.1	40.0	40.0
Other	−33.3	1.0	2.0
Total	+35.2%	100.0%	100.0%

Based on 192,000 units for 1984 and 142,000 units for 1983

VCR sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+71.5%	28.0%	29.0%
Audio/hifi specialty store	+77.8	12.0	12.0
Catalog showroom	+76.9	3.0	3.0
Catalog store (Sears, Penneys, etc.)	+95.5	11.0	10.0
Department store	+77.8	11.0	11.0
Discount store	+77.6	10.0	10.0
Video specialty store	+61.7	20.0	22.0
Other	+195.0	5.0	3.0
Total	+77.7%	100.0%	100.0%

Based on 7,143,000 units for 1984 and 4,020,000 units for 1983

Autosound aftermarket sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+3.3%	4.0%	4.0%
Audio/hifi specialty store	+8.7	20.0	19.0
Automotive chain	−11.5	12.0	14.0
Car stereo specialist	+15.4	19.0	17.0
Catalog showroom	+3.2	5.0	5.0
Catalog store (Sears, Penneys, etc.)	+3.2	10.0	10.0
Department store	−22.6	3.0	4.0
Discount store	+3.2	11.0	11.0
Electronics specialty store	−7.1	9.0	10.0
New car dealer	+29.1	5.0	4.0
Other	+3.1	2.0	2.0
Total	+3.2%	100.0%	100.0%

Based on 21,815,000 units for 1984 and 21,132,000 units for 1983

Videocassette Recorders

VCR shipments by format

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Beta	+63.7%	20.6%	22.3%
VHS	+81.7	79.4	77.7
Total	+77.7%	100.0%	100.0%

Based on 7,143,000 units for 1984 and 4,020,000 units for 1983

VCR shipments by portability

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Portable	+20.1%	12.0%	17.7%
Tabletop	+90.1	88.0	82.3
Total	+77.7%	100.0%	100.0%

Based on 7,143,000 units for 1984 and 4,020,000 units for 1983

Videodisc Players

Videodisc player shipments by format

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
CED	−47.4%	76.6%	87.8%
Laser	+15.8	23.4	12.2
Total	−39.7%	100.0%	100.0%

Based on 188,000 units for 1984 and 312,000 units for 1983

AUDIO/HIFI

Autosound

Autosound shipments by price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $50	+3.1%	2.0%	2.0%
$50-$89	−4.7	12.0	13.0
$90-$129	+3.2	23.0	23.0
$130-$179	−3.0	31.0	33.0
$180-$249	+10.6	15.0	14.0
$250-$349	+13.6	11.0	10.0
$350 or more	+23.8	6.0	5.0
Total	+3.2%	100.0%	100.0%

Based on 21,815,000 units for 1984 and 21,132,000 units for 1983

Components

Hifi component sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+9.6%	9.0%	8.0%
Audio/Hifi specialty store	+2.9	38.0	36.0
Catalog showroom	−24.3	7.0	9.0
Catalog store (Sears, Penneys, etc.)	−19.8	14.0	17.0
Department store	−11.4	10.0	11.0
Discount store	+36.3	7.0	5.0
Electronics specialty store	+25.3	9.0	7.0
Hifi salon	−30.4	5.0	7.0
Other	**	1.0	0.0
Total	−2.6%	100.0%	100.0%

Based on 8,378,000 units for 1984 and 8,599,000 units for 1983

**None indicated for 1983 by our respondents

(See 'How we did it,' page 79, for credits)

63RD ANNUAL STATISTICAL & MARKETING REPORT

ELECTRONICS HIGHLIGHTS

AUDIO/HIFI, cont.

Portable tape equipment

Portable tape equipment sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	−4.9%	16.0%	16.0%
Audio/hifi specialty store	−4.9	7.0	7.0
Catalog showroom	−4.9	15.0	15.0
Catalog store (Sears, Penneys, etc.)	+2.5	14.0	13.0
Department store	−11.2	14.0	15.0
Discount store	−4.9	25.0	25.0
Drug store	−4.8	4.0	4.0
Other	−4.8	5.0	5.0
Total	−4.5%	100.0%	100.0%

Based on 27,494,000 units for 1984 and 28,903,000 units for 1983

Radios

Radio shipments by format

	% change in units shipped 1984/83	% of shipments 1984	1983
AM only	−9.6%	8.5%	9.1%
FM & AM/FM	−2.1	91.5	90.9
Total	−2.8%	100.0%	100.0%

Based on 27,391,000 units for 1984 and 28,188,000 units for 1983

Radio shipments by power source

	% change in units shipped 1984/83	% of shipments 1984	1983
Plug-in	−2.6%	36.0%	35.9%
Battery-operated	−2.8	31.8	31.8
AC/DC combo	−3.1	32.2	32.3
Total	−2.8%	100.0%	100.0%

Based on 27,391,000 units for 1984 and 28,188,000 units for 1983

Clock radio shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Analog	−19.9%	4.4%	5.7%
Digital, Total	+5.0	95.6	94.3
Electronic display	+7.4	89.2	86.1
Mechanical leaf	−20.0	6.4	8.2
Total	+3.6%	100.0%	100.0%

Based on 9,531,000 units for 1984 and 9,201,000 units for 1983

Radio sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+4.7%	14.0%	13.0%
Audio/hifi specialty store	+13.4	7.0	6.0
Catalog showroom	+3.2	17.0	16.0
Catalog store (Sears, Penneys, etc.)	−2.8	13.0	13.0
Department store	−2.8	6.0	6.0
Discount store	+3.9	31.0	29.0
Drug store	+21.5	5.0	4.0
Furniture store	−2.8	1.0	1.0
Jewelry store	−2.8	1.0	1.0
Other	−55.6	5.0	11.0
Total	−2.8%	100.0%	100.0%

Based on 27,391,000 units for 1984 and 28,188,000 units for 1983

ELECTRONICS FURNITURE

Electronics furniture sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+0.8%	22.0%	25.0%
Audio/hifi specialty store	+27.3	10.0	9.0
Catalog showroom	+37.5	12.0	10.0
Catalog store (Sears, Penneys, etc.)	+14.5	10.0	10.0
Department store	+14.6	13.0	13.0
Discount store	+8.9	19.0	20.0
Electronics specialty store	+14.6	2.0	2.0
Computer specialty store	+71.5	6.0	4.0
Video specialty store	+14.8	3.0	3.0
Furniture store	+14.6	2.0	2.0
Microwave oven specialty store	+13.5	1.0	1.0
Other	—	*	1.0
Total	+14.6%	100.0%	100.0%

Based on 5,920,000 units for 1984 and 5,168,000 units for 1983

*None indicated by respondents in 1984

PERSONAL ELECTRONICS

Calculators

Calculator sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+35.5%	4.0%	3.0%
Book store	+204.9	3.0	1.0
Catalog showroom	−21.8	10.0	13.0
Catalog store (Sears, Penneys, etc.)	+15.5	25.0	22.0
Department store	+1.7	10.0	10.0
Discount store	−4.7	30.0	32.0
Electronics specialty store	+1.6	4.0	4.0
Office supply store	−23.8	6.0	8.0
Other (including drug store)	+16.1	8.0	7.0
Total	+1.6%	100.0%	100.0%

Based on 31,400,000 units for 1984 and 30,895,000 units for 1983

(See 'How we did it,' page 79, for credits)

ELECTRONICS HIGHLIGHTS

PERSONAL ELECTRONICS, cont.
Non-Video Electronic Games

Non-video electronic game shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Board (strategy)	−25.7%	29.5%	25.8%
Hand-held	−38.2	70.5	74.2
Total	−35.0%	100.0%	100.0%

Based on 9,130,000 units for 1984 and 14,047,000 units for 1983

Non-video electronic game sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Book store	−34.9%	2.0%	2.0%
Catalog showroom	−35.0	15.0	15.0
Catalog store (Sears, Penneys, etc.)	−40.9	20.0	22.0
Department store	−35.1	16.0	16.0
Discount store	−35.0	15.0	15.0
Electronics specialty store	−35.1	8.0	8.0
Hobby shop	−34.9	3.0	3.0
Toy store	−35.0	18.0	18.0
Other	+94.3	3.0	1.0
Total	−35.0%	100.0%	100.0%

Based on 9,130,000 units for 1984 and 14,047,000 units for 1983

TELEPHONE EQUIPMENT
Corded Telephones

Corded telephone shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Standard	+84.6%	52.3%	43.2%
One-piece	+0.2	24.0	36.5
Decorator	+17.6	10.6	13.7
Advanced electronic	+200.0	13.1	6.6
Total	+52.3%	100.0%	100.0%

Based on 22,930,000 units for 1984 and 15,058,000 units for 1983

Corded telephone sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+8.8%	5.0%	7.0%
Audio/hifi specialty store	+113.2	7.0	5.0
Catalog showroom	+42.1	14.0	15.0
Department store	+52.2	15.0	15.0
Catalog store (Sears, Penneys, etc.)	+52.3	13.0	13.0
Discount store	+74.0	24.0	21.0
Electronics specialty store	+14.2	6.0	8.0
Phone specialty store	+28.9	11.0	13.0
Other	+153.8	5.0	3.0
Total	+52.3%	100.0%	100.0%

Based on 22,930,000 units for 1984 and 15,058,000 units for 1983

COMPUTERS & VIDEOGAMES
Personal Computers

Personal computer shipments by price range

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Under $500	+14.5%	34.0%	33.0%
$500-$800	+21.2	12.0	11.0
$801-$1,000	+19.7	14.0	13.0
$1,001-$1,500	+17.0	20.0	19.0
$1,501-$2,000	−4.8	6.0	7.0
$2,001-$2,999	−8.5	14.0	17.0
Total	+11.1%	100.0%	100.0%

Based on 5,000,000 units for 1984 and 4,500,000 units for 1983

Personal computer sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+11.1%	3.0%	3.0%
Audio/hifi specialty store	+11.1	5.0	5.0
Catalog showroom	−25.9	4.0	6.0
Catalog store (Sears, Penneys, etc.)	+27.0	8.0	7.0
Computer specialty store	+5.7	39.0	41.0
Department store	+77.8	8.0	5.0
Discount store	+29.6	7.0	6.0
Electronics specialty store	0.0	18.0	20.0
Hobby/toy shop	+11.1	4.0	4.0
Office supplies store	+11.1	2.0	2.0
Other	+122.2	2.0	1.0
Total	+11.1%	100.0%	100.0%

Based on 5,000,000 units for 1984 and 4,500,000 units for 1983

Radar Detectors

Radar detector sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	−14.3%	2.0%	3.0%
Automotive supply store	+52.5	16.0	14.0
Catalog showroom	+24.8	16.0	17.0
Catalog store (Sears, Penneys, etc.)	+5.6	12.0	15.0
CB specialty store	−11.6	4.0	6.0
Department store	+123.8	5.0	3.0
Discount store	+10.2	15.0	18.0
Truck stop	+52.5	16.0	14.0
Electronics specialty store	+88.0	10.0	7.0
Other	+81.0	4.0	3.0
Total	+32.7%	100.0%	100.0%

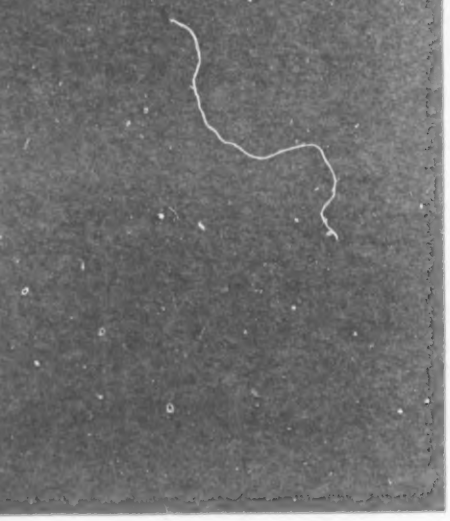
Based on 942,000 units for 1984 and 710,000 units for 1983

Telephone Answering Devices

Telephone answering device sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+25.0%	4.0%	4.0%
Audio/hifi specialty store	+109.5	5.0	3.0
Catalog showroom	+63.6	13.0	10.0
Catalog store (Sears, Penneys, etc.)	+25.5	12.0	12.0
Department store	−0.6	19.0	24.0
Discount store	+6.3	22.0	26.0
Electronics specialty store	+61.2	9.0	7.0
Office supply store	−6.0	3.0	4.0
Phone specialist	+25.0	8.0	8.0
Other	+211.9	5.0	2.0
Total	+25.5%	100.0%	100.0%

Based on 2,828,000 units for 1984 and 2,094,000 units for 1983



(See 'How we did it,' page 79, for credits)

ELECTRONICS HIGHLIGHTS

SOFTWARE

Audio

Blank audiocassette shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Metal particle tape	−3.4%	0.4%	0.4%
Premium*	+3.0	56.2	56.6
Promotional	+4.5	43.4	43.0
Total	+3.6%	100.0%	100.0%

Based on 260,969,000 units for 1984 and 251,855,000 units for 1983

*High coercivity ferrite, cobalt ferrite, etc.

Blank audiocassette sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+3.7%	12.0%	12.0%
Audio/hifi specialty store	−3.8	13.0	14.0
Camera store	+3.7	1.0	1.0
Catalog showroom	+3.6	4.0	4.0
Catalog store (Sears, Penneys, etc.)	−17.1	4.0	5.0
Department store	+3.6	7.0	7.0
Discount store	+13.0	24.0	22.0
Drug store	+3.6	4.0	4.0
Record store	+20.9	7.0	6.0
Electronics specialty store	+3.6	12.0	12.0
Other	−4.4	12.0	13.0
Total	+3.6%	100.0%	100.0%

Based on 260,969,000 units for 1984 and 251,855,000 units for 1983

Video

Blank VHS videotape by grade

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Standard	+60.0%	92.8%	92.3%
High-grade	+50.0	7.2	7.7
Total	+59.2%	100.0%	100.0%

Based on 72,961,000 units for 1984 and 45,820,000 units for 1983

Blank Beta videotape by grade

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Standard	+60.0%	95.0%	95.0%
High-grade	+60.0	5.0	5.0
Total	+60.0%	100.0%	100.0%

Based on 25,392,000 units for 1984 and 15,870,000 units for 1983

Blank videotape sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+59.4%	20.0%	20.0%
Audio/hifi specialty store	+31.3	14.0	17.0
Camera store	+59.4	5.0	5.0
Catalog showroom	+59.4	5.0	5.0
Catalog store (Sears, Penneys, etc.)	+59.4	6.0	6.0
Department store	+24.0	7.0	9.0
Discount store	+78.2	19.0	17.0
Film processing outlet	+139.1	3.0	2.0
Record store	+99.3	5.0	4.0
Video specialist	+70.8	15.0	14.0
Other	+59.3	1.0	1.0
Total	+59.4%	100.0%	100.0%

Based on 98,353,000 units for 1984 and 61,690,000 units for 1983

Prerecorded videotape shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
General interest	+119.1%	81.4%	76.2%
Original programming	+100.0	3.5	3.6
Other	+120.0	77.9	72.6
X-rated	+50.0	18.6	23.8
Total	+105.0%	100.0%	100.0%

Based on 19,690,000 units for 1984 and 9,606,000 units for 1983

Prerecorded videotape sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+104.7%	2.0%	2.0%
Audio/hifi specialty store	+105.2	1.0	1.0
Camera store	+105.2	1.0	1.0
Catalog showroom	+104.7	2.0	2.0
Catalog store (Sears, Penneys, etc.)	+207.8	3.0	2.0
Department store	+104.7	4.0	4.0
Discount store	+242.0	5.0	3.0
Film processing outlet	+105.2	1.0	1.0
Record store	+173.6	4.0	3.0
Video specialist	+94.6	75.0	79.0
Other	+104.7	2.0	2.0
Total	+105.0%	100.0%	100.0%

Based on 19,690,000 units for 1984 and 9,606,000 units for 1983

(See 'How we did it,' page 79, for credits)

HOUSEWARES 5 YEAR TABLES

PRODUCTS	1984 NUMBER SHIPPED (000)	1984 RETAIL VALUE ($000)	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)	1980 NUMBER SHIPPED (000)	1980 RETAIL VALUE ($000)
KITCHEN ELECTRICS										
Bag Sealers	1,926	27,349	1,996	28,922	2,016	28,930	2,064	28,896	2,150	27,950
Blenders	4,721	112,926	4,693	113,383	4,587	108,987	4,823	110,929	4,673	102,806
Broilers, Total	**1,992**	**114,857**	**2,236**	**133,682**	**2,205**	**130,680**	**2,435**	**136,700**	**2,518**	**133,084**
With Rotisseries	350	28,452	370	30,692	385	31,308	420	31,920	441	31,311
Without Rotisseries	1,642	86,205	1,866	102,910	1,820	99,372	2,015	104,780	2,077	101,773
Can Openers, Total	**6,890**	**104,783**	**5,784**	**95,487**	**5,439**	**85,421**	**5,544**	**85,386**	**5,550**	**79,857**
Single Units	3,387	53,345	3,163	47,888	2,978	42,526	2,954	41,356	2,981	38,753
Combination Units	2,703	51,438	2,621	47,519	2,461	42,895	2,590	44,030	2,569	41,104
Coffee Grinders	467	10,026	445	9,621	393	8,332	375	7,500	361	6,859
Coffee Makers, Total	**14,035**	**404,548**	**13,288**	**378,444**	**12,698**	**356,750**	**12,655**	**347,983**	**12,957**	**338,388**
Automatic (1-16 cup)	2,808	62,394	2,865	65,637	2,763	62,056	2,850	62,700	3,051	61,020
Party Perc (Over 16 cup)	905	27,539	918	28,798	900	27,675	938	28,140	967	27,076
ADC	10,322	314,615	9,505	284,009	9,027	267,019	8,867	257,143	8,939	250,292
Convection Ovens	269	46,255	271	49,051	300	54,000	428	79,180	488	92,720
Corn Poppers, Total	**5,611**	**146,038**	**5,814**	**158,442**	**5,778**	**160,374**	**5,777**	**156,456**	**5,543**	**141,340**
Hot Air	3,661	115,871	3,854	128,415	3,862	131,308	3,703	125,902	3,480	112,720
Hot Oil	1,950	30,167	1,960	30,027	1,916	29,066	2,074	30,554	2,063	26,620
Crepe Pans	224	3,098	222	3,057	206	2,701	242	3,107	277	3,324
Deep Fryers	3,435	86,307	3,365	83,478	3,031	72,883	2,952	67,546	2,869	58,724
Egg Cookers	431	7,711	430	7,542	415	7,138	428	7,276	460	7,360
Fondues, Electric	174	4,764	179	4,951	178	4,689	177	4,602	195	4,680
Food Processors	2,716	178,658	2,786	186,996	2,689	171,881	3,186	197,532	3,180	203,520
Food Slicers	523	33,278	527	31,341	488	28,450	535	29,960	560	29,680
Fry Pan—Skillets	2,786	131,639	2,769	130,754	2,632	121,835	2,553	112,332	2,736	109,440
Griddles/Quick Grills	549	22,800	559	22,762	554	21,484	580	21,460	628	21,352
Hotplates & Buffet Ranges	911	26,601	914	26,625	905	26,100	807	22,596	795	20,670
Ice Cream Makers	1,332	32,487	1,388	33,187	1,348	31,287	1,327	29,194	1,332	27,972
Ice Crushers	184	4,775	187	4,666	178	4,311	196	4,704	195	4,290
Irons, Total	**12,910**	**395,281**	**11,863**	**365,724**	**10,797**	**333,667**	**10,882**	**326,442**	**11,184**	**317,149**
Steam & Steam/Spray†	11,705	377,625	10,799	349,624	10,216	324,756	10,300	316,730	10,584	307,755
Automatic Dry	355	6,113	374	6,440	380	6,232	382	6,112	403	6,045
Travel	850	11,543	690	9,660	201	2,679	200	3,600	197	3,349
Knives, Electric Slicing	1,577	32,770	1,564	31,546	1,580	30,936	1,672	31,768	1,541	29,538
Mixers, Food, Total	**5,381**	**178,444**	**5,322**	**178,606**	**5,217**	**172,451**	**5,330**	**170,650**	**5,626**	**159,596**
Stand Type	1,166	87,695	1,201	91,612	1,208	89,465	1,281	89,670	1,268	81,152
Portable Hand	4,215	90,749	4,121	86,994	4,009	82,986	4,049	80,980	4,358	78,444
Pasta Makers, Electric	400	**	420	**	350	**	**	**	**	**
Slow Cookers	5,846	137,907	5,676	130,889	5,500	120,780	5,641	118,461	5,585	111,700
Tea Kettles, Electric	83	**	84	**	75	**	**	**	**	**
Toasters, Total	**10,680**	**367,785**	**9,535**	**326,289**	**8,934**	**293,093**	**9,249**	**289,900**	**9,291**	**267,988**
Two-Slice	5,381	120,319	4,783	106,852	4,453	96,586	4,543	97,503	4,709	94,180
Four-Slice	1,897	68,766	1,666	60,143	1,653	57,938	1,744	59,296	1,787	57,184
Toaster-Ovens	963	41,823	875	37,625	840	34,398	909	35,451	908	33,596
Toaster-Oven/Broilers	2,439	136,877	2,211	121,649	1,988	104,171	1,953	97,650	1,887	83,028
Waffle Irons/Sandwich Grills	1,494	41,668	1,408	38,875	1,152	30,885	1,141	29,666	1,141	27,384
Woks, Electric	668	25,945	660	27,562	560	24,108	550	23,100	566	22,074
AIR TREATMENT										
Air Purifiers*†	4,645	126,762	5,368	139,514	5,650	147,635	4,300	118,250	**	**
Fans, Total†	**23,515**	**1,665,685**	**21,063**	**1,523,590**	**19,751**	**1,436,760**	**19,283**	**1,484,527**	**17,100**	**1,286,704**
Ceiling	7,670	931,905	6,117	825,795	5,067	760,050	4,830	845,250	3,670	734,000
Other	15,845	733,780	14,886	697,795	14,684	676,710	14,453	639,277	13,430	552,704
Portable Electric Heaters, Total	**4,648**	**206,623**	**4,163**	**190,494**	**4,609**	**206,563**	**4,551**	**202,742**	**4,569**	**196,396**
Fan-Forced	2,969	109,794	2,566	95,378	2,829	103,089	2,760	95,766	2,854	91,328
Non-Fan-Forced	144	3,492	148	3,582	173	4,178	170	3,910	176	3,696
Baseboard	476	26,627	218	12,158	240	13,306	263	13,886	289	13,872
Oil-Filled	511	39,321	481	41,126	441	39,690	220	20,900	**	**
Quartz	548	27,389	750	38,250	926	46,300	1,138	68,280	1,250	87,500
Kerosene Heaters	3,021	240,743	2,910	309,188	3,981	497,625	2,633	460,775	**	**
Humidifiers, Total	**1,120**	**117,575**	**898**	**103,872**	**895**	**101,493**	**869**	**93,852**	**821**	**86,205**
Standard	745	81,950	826	96,816	895	101,493	869	93,852	821	86,205
Ultrasonic	375	35,625	72	7,056	**	**	**	**	**	**
Vaporizers	1,760	21,120	1,853	23,385	1,808	21,931	1,747	20,178	1,624	17,864
FLOOR CARE										
Carpet Sweepers	1,798	45,615	1,712	41,756	1,571	36,494	1,499	34,477	1,404	29,484
Floor Polishers	211	15,760	210	15,378	209	12,243	308	17,864	315	17,327
Full-sized Vacuum Cleaners, Total†	**7,443**	**1,312,263**	**7,177**	**1,237,437**	**6,774**	**1,124,209**	**6,880**	**1,132,450**	**6,564**	**1,048,850**
Canisters	3,066	637,023	2,948	594,671	2,773	522,099	2,650	514,100	2,585	483,631
Upright	4,377	675,240	4,229	642,766	4,001	602,110	4,150	618,350	3,979	565,219
Stick	943	40,596	1,012	42,706	950	36,461	980	37,330	947	34,055
Hand-held, Total†	**5,280**	**132,250**	**4,250**	**112,248**	**	**	**	**	**	**
Electric	470	14,000	437	13,110	251	8,434	225	7,110	216	6,492
Rechargeable	4,730	118,250	3,813	99,138	**	**	**	**	**	**

*Retailing for under $200
**Category not reported
†See Highlights charts for further breakdown
(See 'How we did it,' page 79, for credits)

HOUSEWARES 5 YEAR TABLES

PRODUCTS	1984 NUMBER SHIPPED (000)	1984 RETAIL VALUE ($000)	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)	1980 NUMBER SHIPPED (000)	1980 RETAIL VALUE ($000)
PERSONAL CARE										
Blood Pressure Monitors	2,092	125,708	2,000	126,500	1,650	90,750	**	**	**	**
Curling Brushes	2,153	25,815	2,080	25,064	2,000	24,600	2,117	25,404	1,969	21,659
Curling Irons†	6,245	52,424	6,153	52,909	5,984	52,863	6,339	54,994	6,496	58,340
Hair Dryers, Total†	**19,564**	**334,936**	**18,857**	**316,746**	**18,413**	**315,876**	**18,359**	**309,375**	**18,865**	**317,034**
Pistol Type	14,575	224,163	13,907	207,632	13,398	204,052	13,008	195,120	12,880	193,200
Styling Dryers	4,084	82,578	4,032	79,148	4,000	79,320	4,308	83,489	4,940	93,860
Hard-Top	570	20,480	568	21,482	605	22,857	601	22,237	582	19,788
Portable With Bonnet	335	7,715	350	8,484	410	9,647	442	10,166	463	10,186
Hair Setters†	3,065	77,054	2,995	74,186	2,843	67,066	2,832	64,838	2,735	58,721
Heating Pads	4,571	57,686	4,374	53,057	4,267	49,284	4,301	47,311	4,389	43,890
Massagers, Foot Bath	1,927	80,182	1,804	74,325	1,615	64,600	1,442	64,890	1,140	57,000
Massagers, Hand-held	1,415	23,885	1,348	22,687	1,142	19,026	940	15,341	863	13,808
Massagers, Shower (Heads)	2,600	67,444	2,453	63,189	2,250	57,105	2,110	52,750	2,017	46,391
Mirrors, Make-Up	1,845	40,406	1,786	39,917	1,729	38,453	1,689	37,158	1,682	35,322
Oral Hygiene Devices, Total	**1,946**	**41,537**	**1,729**	**36,502**	**1,625**	**33,624**	**1,654**	**33,756**	**1,656**	**31,242**
Oral Irrigators	1,275	32,411	1,170	29,016	1,091	26,522	1,114	26,736	1,137	25,014
Toothbrushes, Electric	671	9,126	559	7,586	534	7,102	540	7,020	519	6,228
Saunas, Facial	724	14,871	715	14,643	650	12,610	620	11,780	583	10,494
Scales, Bathroom†	7,255	173,041	6,993	160,133	6,178	122,382	6,100	112,600	5,888	96,944
Shavers, Total	**7,744**	**247,258**	**6,805**	**212,679**	**6,367**	**205,553**	**6,179**	**195,513**	**6,007**	**189,685**
Men's	6,250	218,125	5,333	184,255	5,031	179,808	4,882	170,870	4,722	165,270
Women's	1,494	29,133	1,472	28,424	1,336	25,745	1,297	24,643	1,285	24,415
Whirlpool Baths, Portable	148	**	125	**	118	**	**	**	**	**
CLOCKS										
Clocks, Total†	**33,690**	**635,321**	**31,406**	**581,610**	**30,327**	**550,379**	**29,605**	**530,225**	**27,291**	**462,432**
Decorative Wall, Total	**6,537**	**311,820**	**6,150**	**285,353**	**6,005**	**264,373**	**5,808**	**252,721**	**5,127**	**212,319**
Analog	6,112	293,734	5,747	268,227	5,510	244,424	5,339	234,008	4,680	195,333
Digital	425	18,086	403	17,126	495	19,949	469	18,713	447	16,986
Kitchen Wall, Total	**7,527**	**123,687**	**7,017**	**109,555**	**7,004**	**107,129**	**6,959**	**105,177**	**6,295**	**91,737**
Analog	7,399	120,966	6,888	106,781	6,870	104,287	6,827	102,405	6,169	89,217
Digital	128	2,721	129	2,774	134	2,842	132	2,772	126	2,520
Alarm, Total	**18,464**	**166,742**	**17,192**	**157,913**	**16,303**	**150,524**	**15,880**	**145,771**	**14,955**	**134,260**
Analog	11,669	93,042	11,078	91,273	10,836	88,638	10,520	85,632	10,019	79,964
Digital	6,795	73,700	6,114	66,640	5,467	61,886	5,360	60,139	4,936	54,296
Desk/Table/Occasional, Total	**1,162**	**33,072**	**1,047**	**28,789**	**1,015**	**28,353**	**958**	**26,556**	**914**	**24,116**
Analog	1,133	31,518	1,020	27,453	986	26,888	928	25,056	887	22,820
Digital	29	1,554	27	1,336	29	1,465	30	1,500	27	1,296
COOKWARE & BAKEWARE										
Metal Cookware & Bakeware, Total†	**123,737**	**1,983,504**	**118,257**	**1,859,000**	**106,298**	**1,561,518**	**110,482**	**1,537,911**	**110,229**	**1,448,780**
Aluminum	77,801	**	74,881	**	66,384	**	71,381	**	71,452	**
Stainless Steel	33,656	**	30,962	**	25,975	**	25,194	**	24,652	**
Enamel	5,744	**	5,721	**	7,151	**	7,130	**	7,018	**
Cast Iron	4,450	**	4,536	**	4,391	**	4,378	**	4,608	**
Porcelain Enamel on Cast Iron	2,086	**	2,157	**	2,397	**	2,399	**	2,499	**
Microwave Cookware, Total†	**22,151**	**198,664**	**21,129**	**192,822**	**19,125**	**	**18,528**	**	**16,889**	**
Plastic	10,558	83,091	8,895	**	7,735	**	7,311	**	6,196	**
Ceramic	4,623	51,731	4,866	**	4,257	**	4,121	**	3,862	**
Stoneware	1,910	19,960	2,122	**	2,031	**	2,094	**	2,033	**
Glass	4,171	36,580	4,390	**	4,262	**	4,174	**	3,990	**
Other	859	7,302	856	**	840	**	828	**	808	**
Microwave Appliances†	693	10,082	672	9,861	587	8,320	512	7,360	**	**
HOME SECURITY										
Home Security, Total†	**19,559**	**390,448**	**18,406**	**362,523**	**17,340**	**335,987**	**17,079**	**338,414**	**15,791**	**303,417**
Smoke Detectors	7,902	125,168	7,526	121,620	7,100	114,168	7,267	116,272	6,270	94,050
Fire Extinguishers	5,168	43,049	4,922	39,819	4,719	34,685	4,710	32,970	4,700	32,900
Intrusion Systems	668	44,295	655	41,763	615	38,979	609	38,367	556	35,028
Smoke/Fire/Intrusion Systems	344	45,064	346	44,814	375	48,473	370	47,730	338	43,264
Timers***	5,477	132,872	4,957	114,507	4,531	99,682	4,123	103,075	3,927	98,175
OUTDOOR PRODUCTS										
Barbecue Grills, Total†	**13,396**	**450,882**	**12,991**	**402,666**	**12,331**	**379,937**	**11,855**	**341,431**	**11,272**	**305,016**
Gas	2,723	312,383	2,343	268,789	2,011	247,960	1,761	214,870	1,693	193,055
Electric	99	4,526	90	4,014	89	3,781	103	4,120	109	4,088
Charcoal	10,574	133,973	10,558	129,863	10,231	128,196	9,991	122,441	9,470	108,933
Electronic Bug Killers	2,696	108,864	2,335	110,913	2,092	104,536	1,819	109,005	1,381	89,790

**Category not reported
***Excludes remote light/appliance controllers
†See Highlights charts for further breakdown

(See 'How we did it,' page 79, for credits)

HOUSEWARES HIGHLIGHTS

KITCHEN ELECTRICS

Steam & steam/spray iron shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Full-feature lightweight	+16.8%	50.4%	46.8%
Standard	+1.0	49.6	53.2
Total	+8.4%	100.0%	100.0%

Based on 11,705,000 units for 1984 and 10,799,000 units for 1983

Kitchen electrics sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+4.2%	3.0%	3.0%
Catalog showroom	+4.2	24.0	24.0
Catalog store (Sears, Penneys, etc.)	−4.5	11.0	12.0
Department store	+13.7	12.0	11.0
Discount store	+11.1	32.0	30.0
Drug store	−21.9	3.0	4.0
Home improvement center	+4.2	1.0	1.0
Housewares/ hardware store	−13.2	5.0	6.0
Supermarket	+4.2	2.0	2.0
Variety store	−21.9	3.0	4.0
Other	+38.9	4.0	3.0
Total	+4.2%	100.0%	100.0%

Based on 87,415,000 units for 1984 and 83,912,000 units for 1983

AIR TREATMENT

Air purifier shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Filtration	−21.7%	79.5%	87.9%
Ionization	+46.3	20.5	12.1
Total	−13.5%	100.0%	100.0%

Based on 4,645,000 units for 1984 and 5,368,000 units for 1983

Fan shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Ceiling fans	+25.4%	32.6%	29.1%
Window	−1.7	22.2	25.2
Kitchen/bathroom built-in exhaust	+9.0	15.5	15.9
Range/oven hood	+6.5	10.9	11.5
Desk/bracket/ pedestal	+20.1	14.8	13.8
Hassock/roll-about	+1.0	4.0	4.5
Total	+12.0%	100.0%	100.0%

Based on 23,515,000 units for 1984 and 21,003,000 units for 1983

FLOOR CARE

Vacuum cleaner sales by retail price range

	% change in units shipped 1984/83	% of shipments 1984	1983
Under $70	+1.4%	26.0%	28.0%
$70-$100	+1.1	25.0	27.0
$101-$150	+9.2	16.0	16.0
Over $150	+24.3	33.0	29.0
Total	+9.2%	100.0%	100.0%

Based on 13,586,000 units for 1984 and 12,439,000 units for 1983

Hand-held vacuum shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Rechargeable battery	+24.0%	91.0%	89.7%
Electric	+7.6	9.0	10.3
Total	+22.4%	100.0%	100.0%

Based on 5,200,000 units for 1984 and 4,250,000 units for 1983

Floor care sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	1983
Appliance/TV store	+8.6%	3.0%	3.0%
Catalog showroom	−9.5	15.0	18.0
Catalog store (Sears, Penneys, etc.)	+8.6%	22.0	22.0
Department store	+8.6	16.0	16.0
Discount store	+15.4	17.0	16.0
Door-to-door	+39.6	9.0	7.0
Drug store	+8.3	1.0	1.0
Furniture store	+8.3	1.0	1.0
Home improvement center	+8.3	1.0	1.0
Housewares/ hardware store	+8.6	5.0	5.0
Vac shop	+8.6	8.0	8.0
Other	+8.7	2.0	2.0
Total	+8.6%	100.0%	100.0%

Based on 15,595,000 units for 1984 and 14,361,000 units for 1983

PERSONAL CARE

Curling iron shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Dry	+4.0%	71.4%	69.7%
Mist	−4.3	28.6	30.3
Total	+1.5%	100.0%	100.0%

Based on 6,245,000 units for 1984 and 6,153,000 units for 1983

Hair setter shipments by type

	% change in units shipped 1984/83	% of shipments 1984	1983
Dry	+5.4%	58.4%	56.7%
Mist	−1.7	41.6	43.3
Total	+2.3%	100.0%	100.0%

Based on 3,065,000 units for 1984 and 2,995,000 units for 1983

(See 'How we did it,' page 79, for credits)

HOUSEWARES HIGHLIGHTS

PERSONAL CARE, cont.

Hair dryer sales by wattage

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Less than 500	+4.3%	1.0%	1.0%
500-750	+3.7	2.0	2.0
800-950	−17.1	4.0	5.0
1,000-1,200	−8.2	45.0	49.0
Over 1,200	+11.6	48.0	43.0
Total	+3.7%	100.0%	100.0%

Based on 19,564,000 units for 1984 and 18,857,000 units for 1983

Bathroom scale shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Electronic digital	+13.8%	23.5%	21.5%
Regular	+1.0	76.5	78.5
Total	+3.7%	100.0%	100.0%

Based on 7,255,000 units for 1984 and 6,993,000 units for 1983

Personal care sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Catalog showroom	−5.1%	28.0%	31.0%
Catalog store (Sears, Penneys, etc.)	+5.1	8.0	8.0
Department store	+5.1	8.0	8.0
Discount store	+11.5	35.0	33.0
Drug store	+22.6	14.0	12.0
Housewares/ hardware store	+5.1	4.0	4.0
Variety store	+5.2	2.0	2.0
Other	−47.4	1.0	2.0
Total	+5.1%	100.0%	100.0%

Based on 63,294,000 units for 1984 and 60,217,000 units for 1983

CLOCKS

Decorative wall clock shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Electric	−0.4%	17.3%	18.5%
Battery	+8.1	76.4	77.0
Quartz	+9.7	74.6	72.2
Non-quartz	−15.6	3.8	4.8
Key-wind	+2.6	4.3	4.5
Total	+6.3%	100.0%	100.0%

Based on 6,537,000 units for 1984 and 6,150,000 units for 1983

Kitchen wall clock shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Electric	−3.6%	29.4%	32.7%
Battery	+12.6	70.6	67.3
Quartz	+13.8	68.4	64.5
Non-quartz	−16.2	2.2	2.8
Total	+7.3%	100.0%	100.0%

Based on 7,527,000 units for 1984 and 7,017,000 units for 1983

Alarm clock shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Electric	+4.0%	37.6%	38.8%
Battery (quartz)	+14.0	46.6	43.9
Key-wind	−1.8	15.8	17.3
Total	+7.4%	100.0%	100.0%

Based on 15,464,000 units for 1984 and 17,192,000 units for 1983

Desk/table/occasional clock shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Electric	−13.1%	9.7%	12.4%
Battery	+16.2	70.2	67.1
Quartz	+18.6	65.8	61.6
Non-quartz	−10.5	4.4	5.5
Key-wind	+8.4	20.1	20.5
Total	+11.0%	100.0%	100.0%

Based on 1,162,000 units for 1984 and 1,047,000 units for 1983

Analog clock shipments by style

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Decorative wall	+6.4%	23.2%	23.2%
Kitchen wall	+7.4	28.1	27.9
Alarm	+5.3	44.4	44.8
Desk/table/ occasional	+11.1	4.3	4.1
Total	+6.4%	100.0%	100.0%

Based on 26,313,000 units for 1984 and 24,733,000 units for 1983

Digital clock shipments by style

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Decorative wall	+5.5%	5.8%	6.0%
Kitchen wall	−0.8	1.7	2.0
Alarm	+11.1	92.1	91.6
Desk/table/ occasional	+7.4	0.4	0.4
Total	+10.6%	100.0%	100.0%

Based on 7,377,000 units for 1984 and 6,673,000 units for 1983

(See 'How we did it,' page 79, for credits)

HOUSEWARES HIGHLIGHTS

Clock sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Catalog showroom	+18.0%	22.0%	20.0%
Catalog store (Sears, Penneys, etc.)	+7.3	14.0	14.0
Department store	+7.3	10.0	10.0
Discount store	+3.8	30.0	31.0
Drug store	+7.3	7.0	7.0
Furniture store	+7.3	1.0	1.0
Home improvement center	+7.3	3.0	3.0
Housewares/ hardware store	+7.3	7.0	7.0
Jewelry store	+7.3	4.0	4.0
Other	−28.5	2.0	3.0
Total	+7.3%	100.0%	100.0%

Based on 33,990,000 units for 1984 and 31,700,000 units for 1983

Microwave oven cookware sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+4.9%	8.0%	8.0%
Catalog showroom	+4.8	9.0	9.0
Catalog store (Sears, Penneys, etc.)	+4.8	17.0	17.0
Department store	−4.7	10.0	11.0
Discount store	+18.0	27.0	24.0
Drug store	+4.9	3.0	3.0
Microwave specialty store	−6.8	8.0	9.0
Housewares/ hardware store	+4.9	7.0	7.0
Supermarket	+4.8	6.0	6.0
Variety store	+4.9	3.0	3.0
Other	−30.1	2.0	3.0
Total	+4.8%	100.0%	100.0%

Based on 22,151,000 units for 1984 and 21,123,000 units for 1983

Charcoal grill shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Picnic grills	+5.1%	44.7%	42.6%
Smokers	+4.5	21.8	20.8
Hibachis	−3.7	23.9	24.9
Braziers	−18.7	8.3	10.2
Wagons	−11.6	1.3	1.5
Total	+0.2%	100.0%	100.0%

Based on 10,574,000 units for 1984 and 10,554,000 units for 1983

Barbecue grill sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Appliance/TV store	+44.3%	7.0%	5.0%
Catalog showroom	+3.1	13.0	13.0
Catalog store (Sears, Penneys, etc.)	−1.8	20.0	21.0
Department store	+3.1	3.0	3.0
Discount store	+3.1	32.0	32.0
Home improvement center	+14.5	10.0	9.0
Housewares/ hardware store	−14.0	5.0	6.0
L.P. gas dealer	−11.6	6.0	7.0
Other	+3.1	4.0	4.0
Total	+3.1%	100.0%	100.0%

Based on 13,396,000 units for 1984 and 12,991,000 units for 1983

Metal cookware shipments with non-stick surface

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
With non-stick surface	+3.2%	44.7%	45.3%
Without non-stick surface	+6.3	55.3	54.7
Total	+4.6%	100.0%	100.0%

Based on 123,737,000 units for 1984 and 118,257,000 units for 1983

Microwave appliance shipments by type

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Corn poppers	+1.4%	86.1%	87.6%
Coffee makers	+0.0	2.3	2.4
Pizza crispers	+24.1	5.2	4.3
Steamers	+15.8	6.4	5.7
Total	+3.1%	100.0%	100.0%

Based on 693,000 units for 1984 and 672,000 units for 1983

Metal cookware sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Catalog showroom	−2.8%	13.0%	14.0%
Catalog store (Sears, Penneys, etc.)	+14.1	12.0	11.0
Department store	+10.4	19.0	18.0
Discount store	+13.0	27.0	25.0
Drug store	+4.7	2.0	2.0
Gourmet/gift shop	−21.5	6.0	8.0
Housewares/ hardware store	−8.4	7.0	8.0
Supermarket	+4.6	7.0	7.0
Variety store	+4.7	2.0	2.0
Other	+4.6	5.0	5.0
Total	+4.6%	100.0%	100.0%

Based on 123,737,000 units for 1984 and 118,257,000 units for 1983

Home security product sales by type of outlet

	% change in units shipped 1984/83	% of shipments 1984	% of shipments 1983
Catalog showroom	+15.9%	12.0%	11.0%
Catalog store (Sears, Penneys, etc.)	−0.4	15.0	16.0
Department store	+6.3	2.0	2.0
Discount store	+13.3	32.0	30.0
Drug store	+6.3	3.0	3.0
Electronics specialty store	+6.3	2.0	2.0
Housewares/ hardware store	+6.3	15.0	15.0
Home improvement center	+6.3	13.0	13.0
Mail order	+6.3	2.0	2.0
Variety store	+6.5	1.0	1.0
Other	−36.2	3.0	5.0
Total	+6.3%	100.0%	100.0%

Based on 19,559,000 units for 1984 and 18,406,000 units for 1983

(See 'How we did it,' page 79, for credits)

WORLD MARKETING

IMPORTS

MAJOR APPLIANCES

Product**	1984*	1983	1982	1981
Freezers	96 $22,658	80 $16,710	88 $14,626	38 $6,338
Microwave Ovens	4,940 $571,221	2,472 $341,177	1,108 $197,571	1,082 $212,572
Refrigerator/ Freezer Combination (Under 6.5 Cu. Ft.)	714 $52,310	462 $31,599	430 $29,443	324 $25,790
Refrigerator/ Freezer Combination (6.5 to 9.5 Cu. Ft.)	182 $12,095	103 $7,339	52 $4,961	152 $8,173
Refrigerator/ Freezer Combination (9.5 to 13.5 Cu. Ft.)	260 $34,373	208 $25,481	114 $15,625	81 $10,962
Refrigerator/ Freezer Combination (13.5 Cu. Ft. & Over)	13 $4,739	10 $3,651	2 $696	4 $943
Total Refrigerator/Freezer Combination	1,169 $103,517	783 $68,070	608 $50,725	561 $45,868

HOUSEWARES

Product**	1984*	1983	1982	1981
Can Openers & Combinations	1,244 $8,617	1,137 $6,577	1,300 $8,449	1,089 $6,704
Coffee Makers	1,548 $32,236	952 $15,336	418 $7,707	382 $5,734
Food Blenders	485 $5,181	486 $5,467	304 $4,218	9 $141
Hair Dryers	20,396 $109,921	19,108 $103,621	3,320 $19,751	15,033 $88,142
Irons	7,467 $72,239	6,427 $59,837	4,231 $43,240	2,555 $25,141
Juice Extractors	543 $5,256	379 $4,425	322 $3,862	248 $3,183
Shavers, Electric	5,121 $72,700	4,010 $58,964	4,010 $59,460	3,503 $46,212
Toasters	839 $7,411	290 $2,932	204 $1,796	122 $826
Vacuum Cleaners	2,624 $36,443	1,022 $25,272	491 $15,259	452 $13,277

AUDIO

Product**	1984*	1983	1982	1981
Antennas, CB	640 $3,491	843 $4,136	754 $3,040	1,057 $4,358
Antennas, Radio	10,268 $58,421	10,668 $36,448	9,399 $29,224	9,294 $30,577
Loudspeakers	41,072 $284,251	57,093 $222,658	69,335 $231,608	83,214 $264,358
Microphones	2,059 $26,071	4,444 $20,166	5,651 $21,552	5,602 $24,670
Audio Frequency Electric Amplifiers	3,636 $202,916	4,697 $155,950	5,562 $145,387	4,869 $148,477
Headphone/Electric Sound Amplifier Sets	33,302 $134,538	16,363 $67,939	13,023 $44,324	8,318 $47,625
Auto Transistor Radios	716 $41,536	1,986 $109,975	1,834 $98,145	2,027 $97,518
Clock Transistor Radios	17,400 $223,303	12,121 $163,791	8,433 $115,004	9,762 $108,711
AM Trans. Radios (Not Battery Operated)	954 $16,636	612 $13,250	606 $21,931	756 $26,517
AM Trans. Radios (Battery Operated)	6,217 $21,639	4,530 $14,497	4,847 $16,229	6,153 $20,169
FM AM/FM Multiband Transistor Radios (Not Battery Operated)	3,210 $202,661	2,467 $174,260	2,150 $167,914	2,348 $205,998
FM AM/FM Multiband Transistor Radios (Battery Operated)	24,996 $248,186	18,908 $201,631	17,708 $222,143	14,474 $188,038
Radios, Total	53,493 $753,961	40,624 $577,404	35,578 $541,366	35,520 $546,951
Radio/Phono Combos (Including Consoles)	47 $2,297	46 $2,242	42 $1,363	67 $2,182
Radio/Phono/Tape Player Combos (Tape Player Trimode)	358 $26,202	338 $23,547	303 $25,857	200 $11,051
Automatic Record Changer	161 $3,090	390 $4,889	1,212 $19,123	2,856 $51,975

AUDIO, cont.

Product**	1984*	1983	1982	1981
Stereo Phones	234 $14,111	105 $9,024	96 $8,503	71 $5,642
Automatic Turntables	874 $48,142	715 $40,286	672 $43,017	658 $43,812
Turntables Other	2,173 $170,160	1,838 $96,596	1,554 $72,967	1,802 $94,626
Transceivers/CB	1,148 $42,611	864 $31,498	1,359 $50,877	1,362 $52,576
Tape Players Auto	2,876 $76,179	3,168 $70,286	2,561 $66,746	2,575 $77,190
Tape Players Other	7,218 $119,888	4,394 $89,836	3,741 $118,085	2,058 $83,395
Tape Recorders, Stereo (Cassette/Cartridge)	2,315 $181,825	2,757 $202,145	2,313 $184,250	2,856 $248,199
Tape Recorders, Stereo (Open Reel)	51 $7,907	71 $10,263	64 $17,194	115 $22,405
Tape Recorders, Mono (Cassette/Cartridge)	1,790 $66,941	1,740 $62,061	931 $52,647	297 $17,645
Tape Recorders, Mono (Open Reel)	27 $11,871	16 $6,958	31 $10,114	27 $6,949
Tape Recorders, Battery (Cassette/Cartridge)	4,069 $144,179	4,621 $124,280	6,323 $154,662	7,906 $194,759
Tape Recorders, Battery (Open Reel)	62 $17,369	57 $14,381	169 $13,733	62 $16,765
Radio-Tape Recorder Combos	16,262 $722,429	11,260 $533,633	10,491 $535,425	11,212 $596,646
Radio-Tape Player Combos	19,940 $1,016,799	13,478 $664,854	10,375 $525,652	10,326 $561,105
Total Tape Recorders/Players	54,610 $2,365,387	41,562 $1,778,697	36,999 $1,678,708	37,434 $1,825,058

*Projection based on 10 months
**All figures in thousands, number of units imported. Dollars paid by importers excluding duty, etc.

WORLD MARKETING

IMPORTS, cont.

VIDEO

Product**	1984*	1983	1982	1981
Antennas, TV	8,758 $12,324	10,615 $11,194	13,815 $15,678	19,604 $21,259
B&W TV (10 inch & under)	1,650 $111,801	674 $48,584	752 $54,357	778 $58,806
B&W TV (11-17 inches)	4,259 $189,881	3,772 $175,705	3,843 $206,054	4,332 $239,250
B&W TV (18 inches & over)	151 $18,891	203 $21,496	142 $15,435	345 $34,786
Color TV (10-inch & under)	527 $100,088	431 $69,264	371 $66,714	398 $74,052
Color TV (11-17 inches)	3,896 $509,668	2,316 $339,622	1,031 $202,875	840 $174,006
Color TV (18 inches & over)	3,487 $530,924	2,017 $339,563	746 $214,122	619 $174,733
TV, Total	13,790 $1,468,453	9,413 $994,234	6,885 $758,557	7,312 $756,633
Videotape Recorders	10,291 $3,146,596	4,755 $1,615,473	2,469 $1,047,910	2,013 $1,018,770
Home Video Camera, B&W	117 $37,141	80 $21,139	84 $17,255	72 $15,468
Home Video Camera, Color	756 $411,111	398 $228,081	403 $229,232	362 $210,379
Picture Tubes, B&W	315 $18,728	337 $9,105	889 $13,175	687 $15,342
Picture Tubes, Color	794 $46,134	674 $38,640	627 $38,602	984 $52,933

CALCULATORS

Product**	1984*	1983	1982	1981
Display Only	3,607 $34,496	2,364 $20,630	1,965 $18,891	2,085 $22,550
Hand-Held or Pocket Type	38,054 $158,877	29,136 $120,456	21,332 $117,760	22,333 $139,124
Other For X and ÷	1,373 $14,145	1,253 $9,460	844 $6,664	624 $7,462
All Other	9,222 $213,372	6,860 $143,304	4,829 $135,230	5,180 $155,208
Total	52,254 $420,890	39,613 $293,850	28,970 $278,545	30,232 $324,344

*Projection based on 10 months
**All figures in thousands, number of units imported. Dollars paid by importers excluding duty, etc.

EXPORTS

MAJOR APPLIANCES

Product**	1984*	1983	1982	1981
Dishwashers	58 $16,779	63 $15,409	52 $13,146	78 $17,053
Dryers	55 $14,275	48 $11,582	48 $12,226	56 $13,992
Freezers	24 $10,979	26 $12,766	30 $15,558	49 $26,373
Microwave Ovens	147 $33,318	87 $21,636	69 $19,328	123 $33,757
Ranges, Electric	49 $17,434	56 $17,804	81 $27,901	93 $27,885
Refrigerators	145 $80,887	188 $100,976	247 $129,154	329 $172,453
Room Air Conditioners	94 $34,713	181 $85,910	389 $144,729	569 $217,170
Washers, Automatic	106 $32,246	115 $34,726	129 $39,038	142 $40,878
Washers, Other	29 $7,447	28 $7,052	21 $5,701	37 $9,490

HOUSEWARES

Product**	1984*	1983	1982	1981
Can Openers & Knife Sharpeners	182 $2,326	150 $1,840	225 $2,615	195 $2,345
Clocks, Electric	114 $3,008	464 $5,700	857 $10,323	902 $11,707
Coffee Makers	663 $13,895	686 $13,742	1,010 $16,204	1,264 $18,158
Fans	91 $3,769	88 $3,823	342 $23,946	215 $8,679
Irons	464 $4,692	578 $5,806	1,019 $11,207	1,888 $21,448
Juicers, Mixers & Blenders	437 $12,623	505 $13,755	889 $25,082	1,343 $31,561
Shavers, Electric	442 $5,555	367 $3,834	519 $5,761	316 $2,980
Toasters	827 $12,850	941 $15,588	991 $17,047	1,252 $19,113
Vacuum Cleaners	332 $32,983	300 $32,399	327 $32,338	558 $47,968

HOME ELECTRONICS

Product**	1984*	1983	1982	1981
Radios	1,210 $107,683	1,021 $80,094	1,171 $83,240	1,335 $91,623
TV, B&W	71 $7,253	52 $6,770	138 $16,634	260 $29,730
TV, Color	272 $93,552	237 $83,894	382 $139,334	646 $236,295
TV Chassis & Kits	3,572 $95,144	3,173 $96,331	1,841 $64,610	3,280 $123,786
TV, Total	3,915 $195,959	3,462 $186,965	2,361 $220,578	4,186 $389,811
Tape Recorders & Players	45 $9,261	27 $10,240	109 $18,188	150 $18,441

*Projection based on 10 months
**All figures in thousands, number of units exported. Manufacturers' value plus freight and insurance.

SOURCE: U.S. Dept. of Commerce Bureau of the Census

MARKET PROFILES

REGIONS	RESIDENTIAL CUSTOMERS 3RD QTR. 1984 (1)		FARM RESIDENTIAL CUSTOMERS (2)		AUTHORIZED HOUSING PERMITS (3) (Projected From 9 Mos.)		PROJECTED PERSONAL INCOME 1984 (4) (IN MILLIONS OF DOLLARS)	
	NUMBER	PERCENT CHANGE 3RD QTR. (1984/1983)	NUMBER	PERCENT CHANGE (1984/1983)	NUMBER	PERCENT CHANGE (1984/1983)	AMOUNT	PERCENT CHANGE (1984/1983)
NEW ENGLAND:								
TOTAL	**4,721,031**	**+ 1.8%**	**29,640**	**+ 2.1%**	**69,539**	**+ 21.2%**	**$180,363**	**+11.0%**
CONNECTICUT	1,176,716	+ 1.7	4,250	− 4.5	17,866	+ 14.0	52,259	+11.8
MAINE	492,718	+ 1.9	7,900	− 1.3	6,728	+ 61.2	12,433	+10.2
MASSACHUSETTS	2,080,906	+ 1.6	6,050	+15.2	27,470	+ 19.4	84,820	+10.9
NEW HAMPSHIRE	396,996	+ 3.4	3,450	+ 9.5	9,504	+ 21.7	12,989	+12.7
RHODE ISLAND	348,905	+ 1.3	740	− 6.3	3,871	+ 0.4	12,105	+ 8.6
VERMONT	224,790	+ 1.9	7,250	− 2.0	4,100	+ 42.3	5,757	+ 9.8
MIDDLE ATLANTIC:								
TOTAL	**12,615,316**	**+ 1.1**	**114,200**	**− 2.6**	**116,475**	**+ 8.3**	**518,963**	**+10.2**
NEW JERSEY	2,622,290	+ 1.3	9,300	− 1.1	38,819	+ 7.6	115,362	+ 9.4
NEW YORK	5,880,260	+ 1.1	47,500	− 4.0	42,171	+ 11.1	253,132	+10.3
PENNSYLVANIA	4,312,766	+ 1.0	57,400	− 1.7	35,485	+ 5.9	150,469	+10.5
EAST NORTH CENTRAL:								
TOTAL	**15,354,281**	**+ 0.6**	**412,850**	**− 4.1**	**124,030**	**+ 11.0**	**524,371**	**+ 9.6**
ILLINOIS	4,140,594	+ 0.7	95,050	− 5.0	31,651	+ 4.7	154,603	+ 8.5
INDIANA	2,041,663	+ 0.7	81,200	− 5.7	19,906	+ 23.4	63,319	+10.3
MICHIGAN	3,375,333	+ 0.4	62,350	− 3.1	25,793	+ 19.2	115,526	+11.1
OHIO	3,941,540	+ 0.6	89,100	− 2.2	28,666	+ 7.2	131,862	+ 9.4
WISCONSIN	1,855,151	+ 1.1	85,150	− 4.4	18,014	+ 6.2	59,061	+ 9.5
WEST NORTH CENTRAL:								
TOTAL	**6,816,096**	**+ 1.2**	**532,250**	**− 1.6**	**88,445**	**+ 14.4**	**216,648**	**+ 9.7**
IOWA	1,112,652	+ 0.2	111,850	− 1.8	6,646	− 7.3	33,512	+ 7.8
KANSAS	957,255	+ 1.7	73,200	− 1.3	16,161	+ 13.7	33,211	+11.8
MINNESOTA	1,582,475	+ 1.7	100,000	− 1.9	26,820	+ 8.1	54,304	+10.0
MISSOURI	1,924,109	+ 1.0	115,850	+ 0.0	26,013	+ 38.9	60,023	+10.1
NEBRASKA	714,091	+ 1.8	59,400	− 4.7	5,874	+ 6.3	19,757	+10.3
NORTH DAKOTA	255,616	+ 1.4	35,450	− 4.1	3,092	− 29.6	8,508	+ 7.1
SOUTH DAKOTA	269,898	+ 0.9	36,500	+ 1.4	3,839	+ 53.5	7,333	+ 6.4
SOUTH ATLANTIC:								
TOTAL	**15,142,675**	**+ 3.8**	**295,200**	**− 4.5**	**478,892**	**+ 8.8**	**481,660**	**+11.6**
DELAWARE	235,960	+ 3.0	3,550	+ 6.0	4,268	+ 17.0	8,376	+ 9.1
DISTRICT OF COLUMBIA	178,139	+ 0.9	—	—	676	+312.3	11,149	+13.7
FLORIDA	4,700,334	+ 4.0	39,600	− 2.5	204,785	+ 8.1	138,673	+12.0
GEORGIA	2,263,178	+ 8.8	50,500	− 7.3	72,328	+ 8.9	67,589	+13.6
MARYLAND	1,470,911	+ 2.6	17,600	− 1.1	36,535	− 8.2	62,030	+10.9
NORTH CAROLINA	2,369,825	+ 2.6	78,200	− 7.1	61,279	+ 11.9	66,310	+11.4
SOUTH CAROLINA	1,224,314	+ 2.4	27,650	− 9.6	37,837	+ 25.3	33,038	+10.2
VIRGINIA	1,976,319	+ 2.7	56,450	− 1.7	59,365	+ 10.4	75,372	+12.1
WEST VIRGINIA	723,695	+ 0.5	21,650	+ 3.8	1,819	− 0.8	19,123	+ 6.3
EAST SOUTH CENTRAL:								
TOTAL	**5,535,258**	**+ 1.5**	**297,000**	**− 1.0**	**73,047**	**+ 10.2**	**150,638**	**+ 9.8**
ALABAMA	1,488,060	+ 1.9	53,450	+ 0.0	17,111	− 3.5	40,031	+ 9.4
KENTUCKY	1,339,251	+ 0.8	100,000	− 1.9	12,360	+ 4.4	37,836	+ 8.4
MISSISSIPPI	923,466	+ 1.6	49,500	− 2.0	12,545	+ 28.4	22,836	+ 9.0
TENNESSEE	1,784,481	+ 1.8	94,050	+ 0.0	31,031	+ 15.1	49,935	+11.6
WEST SOUTH CENTRAL:								
TOTAL	**9,734,811**	**+ 4.0**	**345,600**	**+ 1.3**	**271,892**	**− 24.6**	**312,827**	**+ 9.3**
ARKANSAS	919,872	+ 1.8	54,400	− 1.8	9,969	− 1.0	23,275	+11.5
LOUISIANA	1,595,124	+ 2.2	35,650	− 1.4	29,769	− 12.1	49,220	+ 8.0
OKLAHOMA	1,338,207	+ 2.6	73,200	+ 4.3	24,918	− 37.9	39,516	+ 9.3
TEXAS	5,881,608	+ 5.1	182,350	+ 1.6	207,236	− 25.1	200,816	+ 9.3
MOUNTAIN:								
TOTAL	**4,642,375**	**+ 3.7**	**120,600**	**+ 4.0**	**185,445**	**+ 10.9**	**147,643**	**+ 9.7**
ARIZONA	1,102,504	+ 5.9	7,600	+19.7	81,682	+ 27.7	35,211	+11.5
COLORADO	1,266,750	+ 4.2	26,550	+ 6.6	43,969	− 14.5	43,767	+ 9.2
IDAHO	382,421	+ 1.2	24,350	+ 0.8	4,208	− 0.4	10,410	+10.1
MONTANA	331,609	+ 1.4	23,650	+ 0.0	2,944	− 3.7	8,699	+ 7.0
NEVADA	355,300	+ 4.1	2,450	+ 0.0	12,580	− 22.2	11,971	+ 7.7
NEW MEXICO	503,793	+ 3.6	13,150	+ 3.5	18,218	+ 69.6	14,624	+ 8.4
UTAH	500,430	+ 2.6	13,850	+ 9.5	20,046	+ 35.4	16,191	+11.2
WYOMING	199,568	+ 0.0	9,000	− 1.1	1,798	− 37.4	6,770	+10.5
PACIFIC:								
TOTAL	**12,141,949**	**+ 1.0**	**156,130**	**+ 0.2**	**290,474**	**+ 29.1**	**474,007**	**+ 8.9**
ALASKA	164,426	+ 6.5	630	+44.8	5,884	− 47.8	9,196	+11.6
CALIFORNIA	8,936,996	+ 1.5	77,200	+ 0.0	241,982	+ 40.1	364,776	+ 9.3
HAWAII	278,179	+ 1.8	4,050	+ 2.5	4,051	− 14.9	13,082	+ 5.5
OREGON	1,056,951	− 0.2	36,650	+ 0.0	8,190	− 5.8	31,022	+ 8.5
WASHINGTON	1,705,397	+ 2.7	37,600	+ 0.0	30,367	+ 10.5	55,931	+ 6.8
U.S.A. TOTAL:	**86,903,792**	**+ 2.1**	**2,303,470**	**− 1.6**	**1,698,239**	**+ 5.3**	**3,007,120**	**+10.0**

SOURCES: (1) Edison Electric Institute
(2) U.S. Dept. of Agriculture
(3) U.S. Dept. of Commerce—Housing Units Authorized by Building Permits and Public Contracts
(4) Based on information from BusinessWeek through Aug. 1984

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